

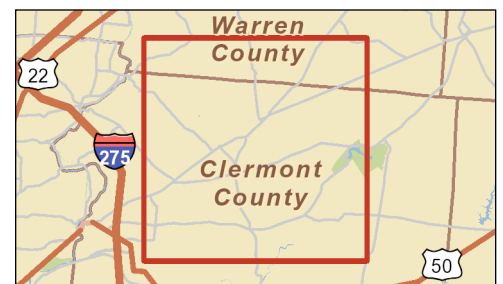
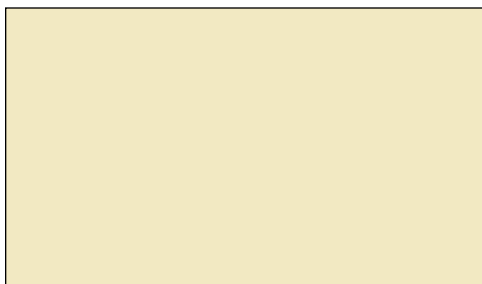
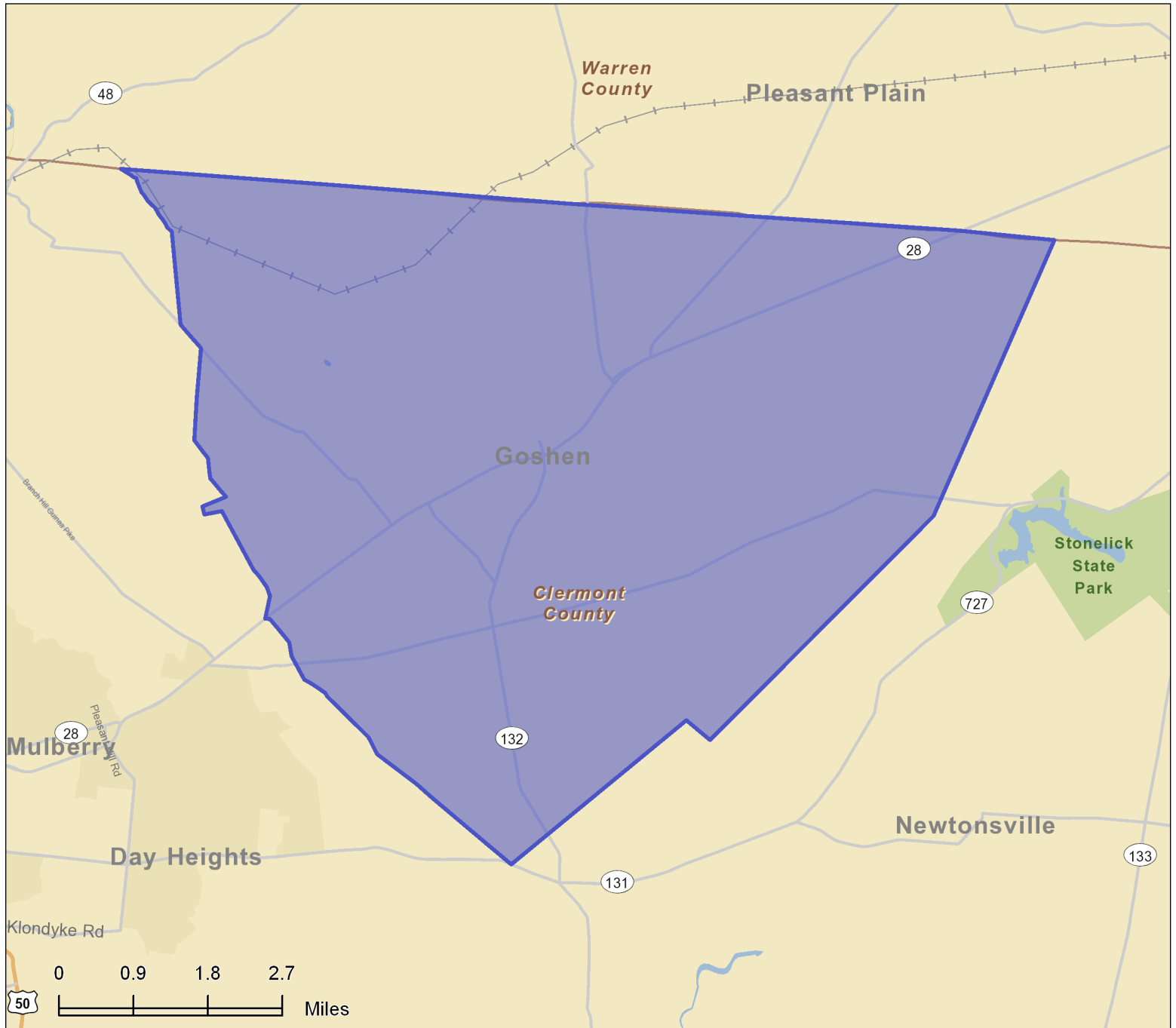


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Goshen Township, OH
Standard Geography

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

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Goshen township, OH (3902...

Population Summary

2000 Total Population	13,663
2000 Group Quarters	29
2010 Total Population	15,580
2015 Total Population	16,375
2010-2015 Annual Rate	1.00%

Household Summary

2000 Households	4,849
2000 Average Household Size	2.81
2010 Households	5,650
2010 Average Household Size	2.75
2015 Households	5,970
2015 Average Household Size	2.74
2010-2015 Annual Rate	1.11%
2000 Families	3,855
2000 Average Family Size	3.12
2010 Families	4,423
2010 Average Family Size	3.06
2015 Families	4,645
2015 Average Family Size	3.05
2010-2015 Annual Rate	0.98%

Housing Unit Summary

2000 Housing Units	5,082
Owner Occupied Housing Units	83.2%
Renter Occupied Housing Units	12.3%
Vacant Housing Units	4.6%
2010 Housing Units	6,066
Owner Occupied Housing Units	80.1%
Renter Occupied Housing Units	13.0%
Vacant Housing Units	6.9%
2015 Housing Units	6,502
Owner Occupied Housing Units	78.9%
Renter Occupied Housing Units	12.9%
Vacant Housing Units	8.2%

Median Household Income

2000	\$46,356
2010	\$55,496
2015	\$60,471

Median Home Value

2000	\$88,260
2010	\$99,170
2015	\$109,323

Per Capita Income

2000	\$19,410
2010	\$23,555
2015	\$26,270

Median Age

2000	34.2
2010	37.1
2015	37.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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2000 Households by Income

Household Income Base	4,852
<\$15,000	9.0%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	19.0%
\$50,000 - \$74,999	27.0%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	5.0%
\$150,000 - \$199,999	1.4%
\$200,000+	1.7%
Average Household Income	\$54,295

2010 Households by Income

Household Income Base	5,653
<\$15,000	6.7%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	28.9%
\$75,000 - \$99,999	16.8%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	1.9%
\$200,000+	2.1%
Average Household Income	\$64,848

2015 Households by Income

Household Income Base	5,972
<\$15,000	5.9%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	8.0%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	32.1%
\$75,000 - \$99,999	18.5%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	2.5%
\$200,000+	2.6%
Average Household Income	\$71,955

2000 Owner Occupied Housing Units by Value

Total	4,224
<\$50,000	28.2%
\$50,000 - \$99,999	33.5%
\$100,000 - \$149,999	23.2%
\$150,000 - \$199,999	10.0%
\$200,000 - \$299,999	2.4%
\$300,000 - \$499,999	2.3%
\$500,000 - \$999,999	0.0%
\$1,000,000 +	0.4%
Average Home Value	\$96,933

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	570
With Cash Rent	93.5%
No Cash Rent	6.5%
Median Rent	\$494
Average Rent	\$471

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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Goshen township, OH (3902...

2000 Population by Age

Total	13,663
0 - 4	7.5%
5 - 9	8.1%
10 - 14	8.0%
15 - 24	13.4%
25 - 34	14.1%
35 - 44	17.6%
45 - 54	13.3%
55 - 64	9.6%
65 - 74	5.2%
75 - 84	2.7%
85 +	0.5%
18 +	71.5%

2010 Population by Age

Total	15,581
0 - 4	7.3%
5 - 9	7.5%
10 - 14	7.5%
15 - 24	12.5%
25 - 34	12.2%
35 - 44	14.8%
45 - 54	16.1%
55 - 64	11.6%
65 - 74	6.9%
75 - 84	2.9%
85 +	0.8%
18 +	73.1%

2015 Population by Age

Total	16,375
0 - 4	7.1%
5 - 9	7.3%
10 - 14	7.8%
15 - 24	12.6%
25 - 34	11.7%
35 - 44	13.5%
45 - 54	14.9%
55 - 64	12.9%
65 - 74	8.0%
75 - 84	3.4%
85 +	0.9%
18 +	73.5%

2000 Population by Sex

Males	49.6%
Females	50.4%

2010 Population by Sex

Males	49.5%
Females	50.5%

2015 Population by Sex

Males	49.5%
Females	50.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

Market Profile

Goshen Township, OH
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Goshen township, OH (3902...

2000 Population by Race/Ethnicity

Total	13,663
White Alone	98.2%
Black Alone	0.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.1%
Two or More Races	0.8%
Hispanic Origin	0.7%
Diversity Index	5.0

2010 Population by Race/Ethnicity

Total	15,581
White Alone	97.5%
Black Alone	0.7%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.1%
Two or More Races	1.0%
Hispanic Origin	1.2%
Diversity Index	7.0

2015 Population by Race/Ethnicity

Total	16,375
White Alone	97.2%
Black Alone	0.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.1%
Two or More Races	1.2%
Hispanic Origin	1.4%
Diversity Index	8.1

2000 Population 3+ by School Enrollment

Total	13,099
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	14.0%
Enrolled in Grade 9-12	5.7%
Enrolled in College	3.3%
Enrolled in Grad/Prof School	0.2%
Not Enrolled in School	73.3%

2010 Population 25+ by Educational Attainment

Total	10,150
Less Than 9th Grade	5.7%
9th to 12th Grade, No Diploma	11.9%
High School Graduate	41.6%
Some College, No Degree	21.7%
Associate Degree	7.9%
Bachelor's Degree	7.2%
Graduate/Professional Degree	4.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Market Profile

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2010 Population 15+ by Marital Status

Total	12,092
Never Married	23.0%
Married	60.6%
Widowed	4.7%
Divorced	11.7%

2000 Population 16+ by Employment Status

Total	10,235
In Labor Force	68.5%
Civilian Employed	66.2%
Civilian Unemployed	2.3%
In Armed Forces	0.0%
Not In Labor Force	31.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.2%
Civilian Unemployed	10.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.1%
Civilian Unemployed	8.9%

2000 Females 16+ by Employment Status and Age of Children

Total	5,240
Own Children < 6 Only	8.0%
Employed/in Armed Forces	5.3%
Unemployed	0.2%
Not in Labor Force	2.5%
Own Children <6 and 6-17 Only	8.4%
Employed/in Armed Forces	4.7%
Unemployed	0.0%
Not in Labor Force	3.6%
Own Children 6-17 Only	18.8%
Employed/in Armed Forces	12.8%
Unemployed	0.4%
Not in Labor Force	5.6%
No Own Children < 18	64.8%
Employed/in Armed Forces	38.3%
Unemployed	1.2%
Not in Labor Force	25.3%

2010 Employed Population 16+ by Industry

Total	7,084
Agriculture/Mining	0.4%
Construction	8.1%
Manufacturing	16.9%
Wholesale Trade	5.0%
Retail Trade	14.7%
Transportation/Utilities	6.4%
Information	1.6%
Finance/Insurance/Real Estate	6.6%
Services	38.5%
Public Administration	1.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation

Total	7,084
White Collar	49.4%
Management/Business/Financial	8.5%
Professional	14.1%
Sales	11.4%
Administrative Support	15.5%
Services	17.0%
Blue Collar	33.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	6.7%
Production	10.4%
Transportation/Material Moving	9.5%

2000 Workers 16+ by Means of Transportation to Work

Total	6,627
Drove Alone - Car, Truck, or Van	84.0%
Carpooled - Car, Truck, or Van	12.4%
Public Transportation	0.5%
Walked	0.5%
Other Means	1.0%
Worked at Home	1.7%

2000 Workers 16+ by Travel Time to Work

Total	6,627
Did not Work at Home	98.3%
Less than 5 minutes	0.9%
5 to 9 minutes	3.4%
10 to 19 minutes	18.3%
20 to 24 minutes	13.4%
25 to 34 minutes	32.7%
35 to 44 minutes	13.6%
45 to 59 minutes	11.0%
60 to 89 minutes	3.1%
90 or more minutes	2.1%
Worked at Home	1.7%
Average Travel Time to Work (in min)	30.8

2000 Households by Vehicles Available

Total	4,852
None	3.5%
1	21.5%
2	43.6%
3	21.7%
4	7.1%
5+	2.5%
Average Number of Vehicles Available	2.2

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type

Total	4,849
Family Households	79.5%
Married-couple Family	62.8%
With Related Children	30.8%
Other Family (No Spouse)	16.7%
With Related Children	11.6%
Nonfamily Households	20.5%
Householder Living Alone	16.3%
Householder Not Living Alone	4.2%
Households with Related Children	42.4%
Households with Persons 65+	18.1%

2000 Households by Size

Total	4,849
1 Person Household	16.3%
2 Person Household	33.2%
3 Person Household	21.8%
4 Person Household	16.3%
5 Person Household	8.6%
6 Person Household	2.5%
7 + Person Household	1.3%

2000 Households by Year Householder Moved In

Total	4,852
Moved in 1999 to March 2000	13.6%
Moved in 1995 to 1998	31.1%
Moved in 1990 to 1994	16.0%
Moved in 1980 to 1989	19.7%
Moved in 1970 to 1979	12.4%
Moved in 1969 or Earlier	7.2%
Median Year Householder Moved In	1993

2000 Housing Units by Units in Structure

Total	5,079
1, Detached	66.0%
1, Attached	0.7%
2	1.2%
3 or 4	0.8%
5 to 9	2.3%
10 to 19	1.1%
20 +	0.6%
Mobile Home	27.2%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	5,079
1999 to March 2000	2.1%
1995 to 1998	13.6%
1990 to 1994	12.0%
1980 to 1989	18.1%
1970 to 1979	20.7%
1969 or Earlier	33.5%
Median Year Structure Built	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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ECONOMIC DEVELOPMENT

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Top 3 Tapestry Segments

1. Green Acres
2. Crossroads
3. Salt of the Earth

2010 Consumer Spending

Apparel & Services: Total \$	\$8,606,781
Average Spent	\$1,523.32
Spending Potential Index	64
Computers & Accessories: Total \$	\$1,142,231
Average Spent	\$202.17
Spending Potential Index	92
Education: Total \$	\$6,365,307
Average Spent	\$1,126.60
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$17,627,972
Average Spent	\$3,120.00
Spending Potential Index	97
Food at Home: Total \$	\$23,681,815
Average Spent	\$4,191.47
Spending Potential Index	94
Food Away from Home: Total \$	\$16,948,934
Average Spent	\$2,999.81
Spending Potential Index	93
Health Care: Total \$	\$20,994,695
Average Spent	\$3,715.88
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$9,589,010
Average Spent	\$1,697.17
Spending Potential Index	82
Investments: Total \$	\$9,400,379
Average Spent	\$1,663.78
Spending Potential Index	96
Retail Goods: Total \$	\$129,849,276
Average Spent	\$22,982.17
Spending Potential Index	92
Shelter: Total \$	\$78,426,132
Average Spent	\$13,880.73
Spending Potential Index	88
TV/Video/Audio: Total \$	\$6,584,442
Average Spent	\$1,165.39
Spending Potential Index	94
Travel: Total \$	\$9,703,391
Average Spent	\$1,717.41
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$5,056,719
Average Spent	\$894.99
Spending Potential Index	95

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst

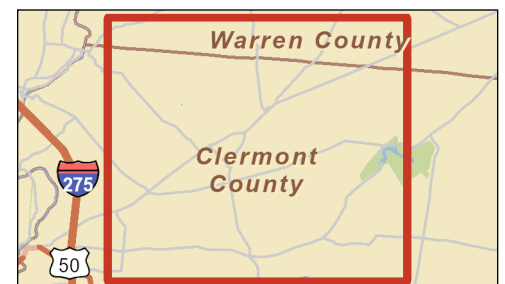
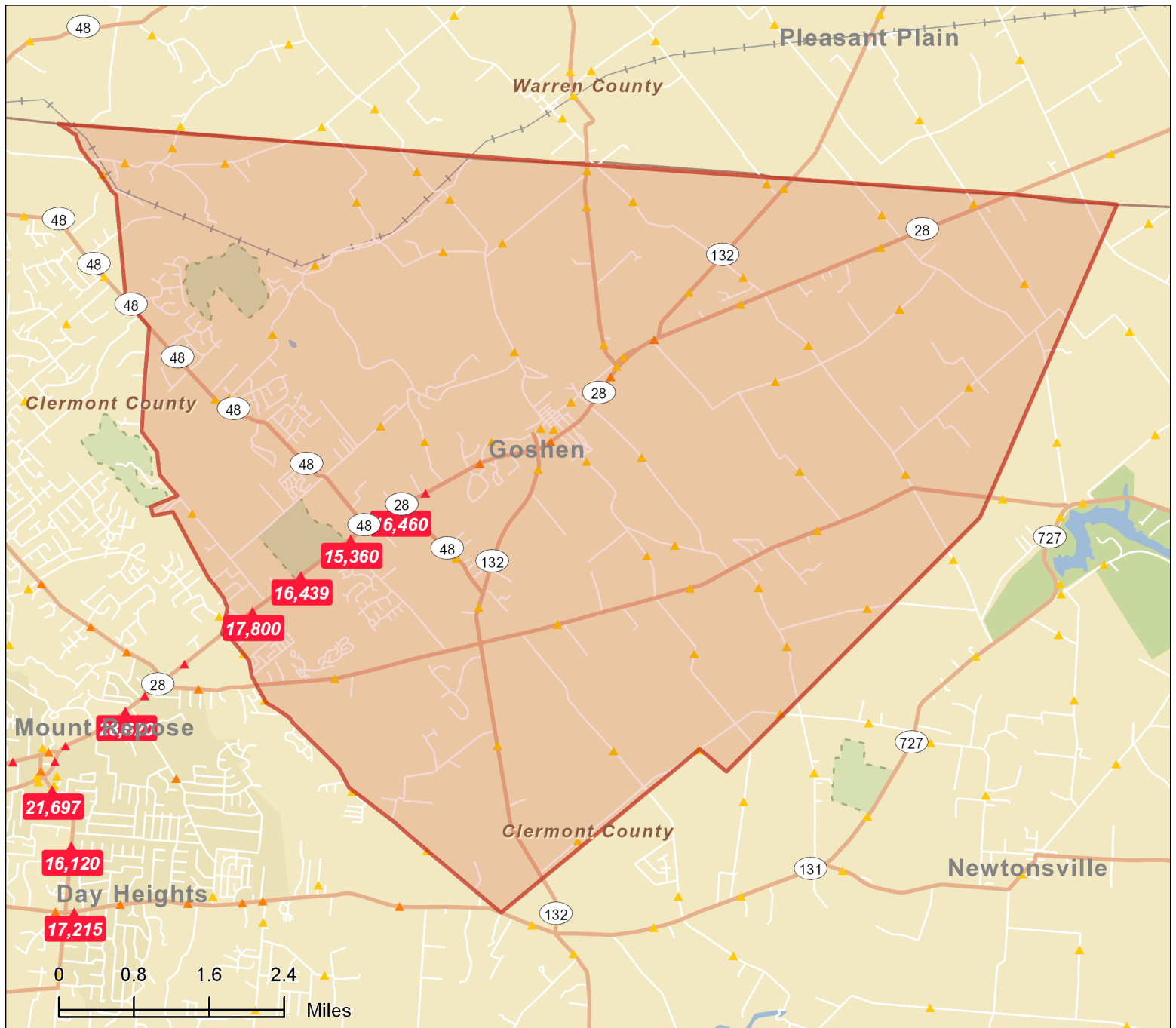


CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

Goshen Township, OH

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Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

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Business Summary

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

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Data for all businesses in area			Goshen township, OH (3902...	
Total Businesses:			315	
Total Employees:			2,014	
Total Residential Population:			15,580	
Employee/Residential Population Ratio:			0.13	
by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	14	4.4%	46	2.3%
Construction	54	17.1%	281	14.0%
Manufacturing	13	4.1%	109	5.4%
Transportation	13	4.1%	71	3.5%
Communication	1	0.3%	28	1.4%
Utility	1	0.3%	0	0.0%
Wholesale Trade	15	4.8%	60	3.0%
Retail Trade Summary	64	20.3%	433	21.5%
Home Improvement	8	2.5%	39	1.9%
General Merchandise Stores	2	0.6%	5	0.2%
Food Stores	6	1.9%	214	10.6%
Auto Dealers, Gas Stations, Auto Aftermarket	12	3.8%	26	1.3%
Apparel & Accessory Stores	2	0.6%	4	0.2%
Furniture & Home Furnishings	5	1.6%	15	0.7%
Eating & Drinking Places	14	4.4%	111	5.5%
Miscellaneous Retail	15	4.8%	19	0.9%
Finance, Insurance, Real Estate Summary	16	5.1%	37	1.8%
Banks, Savings & Lending Institutions	1	0.3%	3	0.1%
Securities Brokers	2	0.6%	4	0.2%
Insurance Carriers & Agents	3	1.0%	4	0.2%
Real Estate, Holding, Other Investment Offices	10	3.2%	26	1.3%
Services Summary	111	35.2%	816	40.5%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	21	6.7%	53	2.6%
Motion Pictures & Amusements	8	2.5%	63	3.1%
Health Services	10	3.2%	242	12.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	8	2.5%	253	12.6%
Other Services	64	20.3%	205	10.2%
Government	7	2.2%	133	6.6%
Other	6	1.9%	0	0.0%
Totals	315	100%	2,014	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Business Summary

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	1.0%	14	0.7%
Mining	0	0.0%	0	0.0%
Utilities	1	0.3%	0	0.0%
Construction	57	18.1%	290	14.4%
Manufacturing	12	3.8%	104	5.2%
Wholesale Trade	15	4.8%	60	3.0%
Retail Trade	49	15.6%	317	15.7%
Motor Vehicle & Parts Dealers	9	2.9%	11	0.5%
Furniture & Home Furnishings Stores	4	1.3%	15	0.7%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	8	2.5%	39	1.9%
Food & Beverage Stores	6	1.9%	210	10.4%
Health & Personal Care Stores	4	1.3%	6	0.3%
Gasoline Stations	3	1.0%	15	0.7%
Clothing & Clothing Accessories Stores	2	0.6%	4	0.2%
Sport Goods, Hobby, Book, & Music Stores	2	0.6%	0	0.0%
General Merchandise Stores	2	0.6%	5	0.2%
Miscellaneous Store Retailers	9	2.9%	12	0.6%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	13	4.1%	77	3.8%
Information	5	1.6%	49	2.4%
Finance & Insurance	6	1.9%	11	0.5%
Central Bank/Credit Intermediation & Related Activities	1	0.3%	3	0.1%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	2	0.6%	4	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	1.0%	4	0.2%
Real Estate, Rental & Leasing	15	4.8%	39	1.9%
Professional, Scientific & Tech Services	9	2.9%	64	3.2%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	20	6.3%	43	2.1%
Educational Services	7	2.2%	243	12.1%
Health Care & Social Assistance	14	4.4%	257	12.8%
Arts, Entertainment & Recreation	7	2.2%	62	3.1%
Accommodation & Food Services	15	4.8%	116	5.8%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	15	4.8%	116	5.8%
Other Services (except Public Administration)	54	17.1%	135	6.7%
Automotive Repair & Maintenance	15	4.8%	34	1.7%
Public Administration	7	2.2%	133	6.6%
Unclassified Establishments	6	1.9%	0	0.0%
Total	315	100%	2,014	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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Retail MarketPlace Profile

Goshen Township, OH
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Geography: County Subdivision

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Summary Demographics

2010 Population	15,580
2010 Households	5,650
2010 Median Disposable Income	\$43,310
2010 Per Capita Income	\$23,555

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$140,966,627	\$46,401,292	\$94,565,335	50.5	68
Total Retail Trade	44-45	\$121,233,311	\$40,443,070	\$80,790,241	50.0	52
Total Food & Drink	722	\$19,733,316	\$5,958,222	\$13,775,094	53.6	16

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,763,959	\$3,349,566	\$25,414,393	79.1	11
Automobile Dealers	4411	\$24,309,547	\$2,677,107	\$21,632,440	80.2	7
Other Motor Vehicle Dealers	4412	\$2,294,465	\$165,428	\$2,129,037	86.5	1
Auto Parts, Accessories & Tire Stores	4413	\$2,159,947	\$507,031	\$1,652,916	62.0	3
Furniture & Home Furnishings Stores	442	\$1,953,219	\$1,030,007	\$923,212	30.9	4
Furniture Stores	4421	\$986,095	\$0	\$986,095	100.0	0
Home Furnishings Stores	4422	\$967,124	\$1,030,007	\$-62,883	-3.1	4
Electronics & Appliance Stores	4431	\$4,895,540	\$222,351	\$4,673,189	91.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,517,075	\$1,280,321	\$3,236,754	55.8	8
Bldg Material & Supplies Dealers	4441	\$4,237,177	\$1,280,321	\$2,956,856	53.6	8
Lawn & Garden Equip & Supply Stores	4442	\$279,898	\$0	\$279,898	100.0	0
Food & Beverage Stores	445	\$21,170,276	\$14,249,744	\$6,920,532	19.5	5
Grocery Stores	4451	\$20,323,859	\$14,163,905	\$6,159,954	17.9	4
Specialty Food Stores	4452	\$300,254	\$0	\$300,254	100.0	0
Beer, Wine & Liquor Stores	4453	\$546,163	\$85,839	\$460,324	72.8	1
Health & Personal Care Stores	446,4461	\$2,514,444	\$1,214,746	\$1,299,698	34.9	4
Gasoline Stations	447,4471	\$21,086,693	\$13,837,439	\$7,249,254	20.8	3
Clothing & Clothing Accessories Stores	448	\$3,314,165	\$226,916	\$3,087,249	87.2	2
Clothing Stores	4481	\$2,409,054	\$226,916	\$2,182,138	82.8	2
Shoe Stores	4482	\$532,059	\$0	\$532,059	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$373,052	\$0	\$373,052	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$559,179	\$125,934	\$433,245	63.2	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$438,370	\$125,934	\$312,436	55.4	2
Book, Periodical & Music Stores	4512	\$120,809	\$0	\$120,809	100.0	0
General Merchandise Stores	452	\$19,586,617	\$2,387,170	\$17,199,447	78.3	1
Department Stores Excluding Leased Depts.	4521	\$8,311,246	\$0	\$8,311,246	100.0	0
Other General Merchandise Stores	4529	\$11,275,371	\$2,387,170	\$8,888,201	65.1	1
Miscellaneous Store Retailers	453	\$1,736,712	\$641,568	\$1,095,144	46.0	10
Florists	4531	\$104,821	\$94,974	\$9,847	4.9	2
Office Supplies, Stationery & Gift Stores	4532	\$574,030	\$118,459	\$455,571	65.8	1
Used Merchandise Stores	4533	\$36,593	\$41,800	\$-5,207	-6.6	2
Other Miscellaneous Store Retailers	4539	\$1,021,268	\$386,335	\$634,933	45.1	5
Nonstore Retailers	454	\$11,135,432	\$1,877,308	\$9,258,124	71.1	1
Electronic Shopping & Mail-Order Houses	4541	\$10,330,834	\$0	\$10,330,834	100.0	0
Vending Machine Operators	4542	\$15,475	\$0	\$15,475	100.0	0
Direct Selling Establishments	4543	\$789,123	\$1,877,308	\$-1,088,185	-40.8	1
Food Services & Drinking Places	722	\$19,733,316	\$5,958,222	\$13,775,094	53.6	16
Full-Service Restaurants	7221	\$6,967,485	\$2,815,652	\$4,151,833	42.4	6
Limited-Service Eating Places	7222	\$11,036,459	\$2,451,967	\$8,584,492	63.6	5
Special Food Services	7223	\$1,381,994	\$477,143	\$904,851	48.7	1
Drinking Places - Alcoholic Beverages	7224	\$347,378	\$213,460	\$133,918	23.9	4

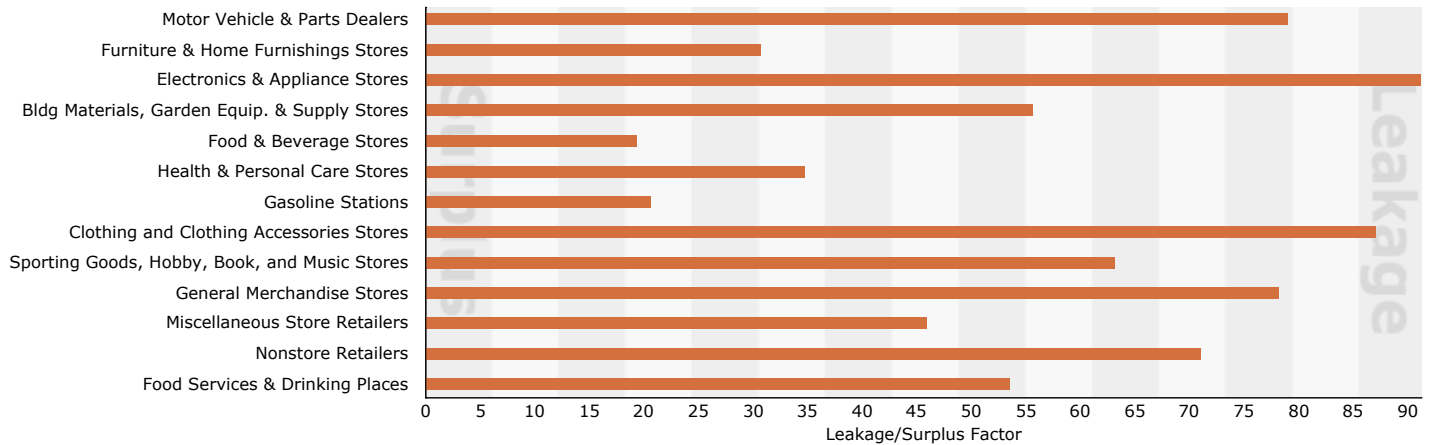
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

March 27, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Total Number of Adults		11,395	12,031
Households		5,650	5,970
Median Household Income		\$55,496	\$60,471

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	5,898	51.8%	104
Bought any women's apparel in last 12 months	5,399	47.4%	104
Bought apparel for child <13 in last 6 months	3,477	30.5%	107
Bought any shoes in last 12 months	5,951	52.2%	100
Bought costume jewelry in last 12 months	2,290	20.1%	96
Bought any fine jewelry in last 12 months	2,497	21.9%	100
Bought a watch in last 12 months	2,108	18.5%	96
Automobiles (Households)			
HH owns/leases any vehicle	5,196	92.0%	107
HH bought/leased new vehicle last 12 mo	476	8.4%	88
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,601	93.0%	107
Bought/changed motor oil in last 12 months	7,028	61.7%	118
Had tune-up in last 12 months	3,476	30.5%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,282	55.1%	89
Drank regular cola in last 6 months	6,075	53.3%	104
Drank beer/ale in last 6 months	4,438	38.9%	92
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,467	12.9%	100
Bought film in last 12 months	2,448	21.5%	112
Bought digital camera in last 12 months	649	5.7%	83
Bought memory card for camera in last 12 months	746	6.5%	86
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,950	34.7%	98
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,600	22.8%	106
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,574	31.4%	97
Avg monthly cell/mobile phone/PDA bill: \$100+	2,412	21.2%	100
Computers (Households)			
HH owns a personal computer	4,123	73.0%	99
Spent <\$500 on most recent home PC purchase	489	8.7%	100
Spent \$500-\$999 on most recent home PC purchase	1,135	20.1%	112
Spent \$1000-\$1499 on most recent home PC purchase	680	12.0%	92
Spent \$1500-\$1999 on most recent home PC purchase	320	5.7%	80
Spent \$2000+ on most recent home PC purchase	292	5.2%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Retail Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	7,097	62.3%	103
Bought cigarettes at convenience store in last 30 days	2,123	18.6%	119
Bought gas at convenience store in last 30 days	4,677	41.0%	122
Spent at convenience store in last 30 days: <\$20	876	7.7%	80
Spent at convenience store in last 30 days: \$20-39	1,066	9.4%	92
Spent at convenience store in last 30 days: \$40+	4,737	41.6%	115
Entertainment (Adults)			
Attended movies in last 6 months	5,791	50.8%	86
Went to live theater in last 12 months	960	8.4%	64
Went to a bar/night club in last 12 months	2,213	19.4%	102
Dined out in last 12 months	5,690	49.9%	101
Gambled at a casino in last 12 months	1,399	12.3%	77
Visited a theme park in last 12 months	2,017	17.7%	82
DVDs rented in last 30 days: 1	271	2.4%	90
DVDs rented in last 30 days: 2	573	5.0%	109
DVDs rented in last 30 days: 3	278	2.4%	76
DVDs rented in last 30 days: 4	356	3.1%	81
DVDs rented in last 30 days: 5+	1,391	12.2%	92
DVDs purchased in last 30 days: 1	565	5.0%	100
DVDs purchased in last 30 days: 2	513	4.5%	95
DVDs purchased in last 30 days: 3-4	565	5.0%	107
DVDs purchased in last 30 days: 5+	572	5.0%	96
Spent on toys/games in last 12 months: <\$50	777	6.8%	112
Spent on toys/games in last 12 months: \$50-\$99	364	3.2%	116
Spent on toys/games in last 12 months: \$100-\$199	856	7.5%	104
Spent on toys/games in last 12 months: \$200-\$499	1,298	11.4%	105
Spent on toys/games in last 12 months: \$500+	661	5.8%	101
Financial (Adults)			
Have home mortgage (1st)	2,315	20.3%	106
Used ATM/cash machine in last 12 months	5,503	48.3%	95
Own any stock	843	7.4%	81
Own U.S. savings bond	786	6.9%	101
Own shares in mutual fund (stock)	873	7.7%	82
Own shares in mutual fund (bonds)	564	5.0%	83
Used full service brokerage firm in last 12 months	540	4.7%	77
Have savings account	4,267	37.4%	103
Have 401K retirement savings	2,087	18.3%	103
Did banking over the Internet in last 12 months	2,795	24.5%	90
Own any credit/debit card (in own name)	8,227	72.2%	98
Avg monthly credit card expenditures: <\$111	1,735	15.2%	110
Avg monthly credit card expenditures: \$111-225	793	7.0%	89
Avg monthly credit card expenditures: \$226-450	789	6.9%	93
Avg monthly credit card expenditures: \$451-700	634	5.6%	87
Avg monthly credit card expenditures: \$701+	1,057	9.3%	69

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March 27, 2012

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Retail Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,456	74.2%	105
Used bread in last 6 months	11,106	97.5%	101
Used chicken/turkey (fresh or frozen) in last 6 months	8,772	77.0%	99
Used fish/seafood (fresh or frozen) in last 6 months	5,818	51.1%	96
Used fresh fruit/vegetables in last 6 months	10,046	88.2%	101
Used fresh milk in last 6 months	10,655	93.5%	103
Health (Adults)			
Exercise at home 2+ times per week	3,285	28.8%	96
Exercise at club 2+ times per week	798	7.0%	57
Visited a doctor in last 12 months	8,941	78.5%	101
Used vitamin/dietary supplement in last 6 months	5,251	46.1%	95
Home (Households)			
Any home improvement in last 12 months	2,000	35.4%	112
Used housekeeper/maid/prof HH cleaning service in the last 12 months	661	11.7%	75
Purchased any HH furnishing in last 12 months	1,595	28.2%	94
Purchased bedding/bath goods in last 12 months	2,971	52.6%	96
Purchased cooking/serving product in last 12 months	1,592	28.2%	103
Bought any kitchen appliance in last 12 months	1,023	18.1%	104
Insurance (Adults)			
Currently carry any life insurance	5,798	50.9%	106
Have medical/hospital/accident insurance	8,172	71.7%	100
Carry homeowner insurance	6,735	59.1%	112
Carry renter insurance	555	4.9%	79
Have auto/other vehicle insurance	9,996	87.7%	106
Pets (Households)			
HH owns any pet	3,772	66.8%	129
HH owns any cat	1,854	32.8%	136
HH owns any dog	3,013	53.3%	141
Reading Materials (Adults)			
Bought book in last 12 months	5,471	48.0%	96
Read any daily newspaper	4,626	40.6%	98
Heavy magazine reader	1,935	17.0%	85
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	8,015	70.3%	98
Went to family restaurant/steak house last mo: <2 times	2,864	25.1%	98
Went to family restaurant/steak house last mo: 2-4 times	2,928	25.7%	95
Went to family restaurant/steak house last mo: 5+ times	2,221	19.5%	100
Went to fast food/drive-in restaurant in last 6 mo	10,220	89.7%	101
Went to fast food/drive-in restaurant <6 times/mo	3,893	34.2%	97
Went to fast food/drive-in restaurant 6-13 times/mo	3,375	29.6%	102
Went to fast food/drive-in restaurant 14+ times/mo	2,952	25.9%	104
Fast food/drive-in last 6 mo: eat in	4,599	40.4%	107
Fast food/drive-in last 6 mo: home delivery	1,001	8.8%	84
Fast food/drive-in last 6 mo: take-out/drive-thru	6,535	57.4%	109
Fast food/drive-in last 6 mo: take-out/walk-in	2,437	21.4%	87

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March 27, 2012

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Retail Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	3,859	68.3%	106
HH average monthly long distance phone bill: <\$16	1,575	27.9%	101
HH average monthly long distance phone bill: \$16-25	656	11.6%	102
HH average monthly long distance phone bill: \$26-59	436	7.7%	84
HH average monthly long distance phone bill: \$60+	272	4.8%	108
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	970	17.2%	87
HH owns 2 TVs	1,483	26.2%	100
HH owns 3 TVs	1,370	24.2%	108
HH owns 4+ TVs	1,250	22.1%	105
HH subscribes to cable TV	2,349	41.6%	72
HH Purchased audio equipment in last 12 months	501	8.9%	91
HH Purchased CD player in last 12 months	221	3.9%	101
HH Purchased DVD player in last 12 months	564	10.0%	103
HH Purchased MP3 player in last 12 months	903	7.9%	78
HH Purchased video game system in last 12 months	577	10.2%	95
Travel (Adults)			
Domestic travel in last 12 months	5,416	47.5%	91
Took 3+ domestic trips in last 12 months	1,375	12.1%	81
Spent on domestic vacations last 12 mo: <\$1000	1,320	11.6%	92
Spent on domestic vacations last 12 mo: \$1000-\$1499	912	8.0%	119
Spent on domestic vacations last 12 mo: \$1500-\$1999	356	3.1%	77
Spent on domestic vacations last 12 mo: \$2000-\$2999	396	3.5%	84
Spent on domestic vacations last 12 mo: \$3000+	449	3.9%	78
Foreign travel in last 3 years	2,014	17.7%	69
Took 3+ foreign trips by plane in last 3 years	254	2.2%	47
Spent on foreign vacations last 12 mo: <\$1000	480	4.2%	71
Spent on foreign vacations last 12 mo: \$1000-\$2999	262	2.3%	56
Spent on foreign vacations last 12 mo: \$3000+	333	2.9%	60
Stayed 1+ nights at hotel/motel in last 12 months	4,461	39.1%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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Electronics and Internet Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Population 18+		11,395	12,031
Households		5,650	5,970
Median Household Income		\$55,496	\$60,471
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	4,123	73.0%	99
Purchased home PC in last 12 months	787	13.9%	89
Purchased home PC 1-2 years ago	1,252	22.2%	98
Purchased home PC 3-4 years ago	1,129	20.0%	103
Purchased home PC 5+ years ago	518	9.2%	98
Spent <\$500 on home PC (most recent purchase)	489	8.7%	100
Spent \$500-999 on home PC (most recent purchase)	1,135	20.1%	112
Spent \$1000-1499 on home PC (most recent purchase)	680	12.0%	92
Spent \$1500-1999 on home PC (most recent purchase)	320	5.7%	80
Spent \$2000+ on home PC (most recent purchase)	292	5.2%	83
Purchased home PC at computer superstore	649	11.5%	90
Purchased home PC at department store	311	5.5%	112
Purchased home PC direct from manufacturer	743	13.1%	95
Purchased home PC at electronics store	596	10.5%	96
Purchased home PC on Internet	401	7.1%	83
Purchased home PC at warehouse discount outlet	127	2.3%	102
HH owns desktop PC	3,322	58.8%	102
HH owns laptop/notebook/tablet PC	1,404	24.8%	80
HH owns any Apple/Mac clone brand PC	239	4.2%	68
HH owns any IBM/IBM compatible brand PC	3,831	67.8%	101
Brand of PC that HH owns: Compaq	534	9.5%	112
Brand of PC that HH owns: Dell	1,704	30.2%	98
Brand of PC that HH owns: Gateway	346	6.1%	92
Brand of PC that HH owns: Hewlett Packard	893	15.8%	102
Brand of PC that HH owns: Sony Vaio	118	2.1%	72
Child (under 18) uses home PC	1,245	22.0%	104
HH owns CD burner	2,096	37.1%	101
HH owns CD ROM drive	2,259	40.0%	102
HH owns DVD drive	1,332	23.6%	95
HH owns DVD-RW (DVD burner)	1,106	19.6%	95
HH owns external hard drive	719	12.7%	90
HH owns flash drive	1,068	18.9%	92
HH owns LAN/network interface card	503	8.9%	80
HH owns inkjet printer	2,456	43.5%	102
HH owns laser printer	666	11.8%	86
HH owns modem/fax modem	1,192	21.1%	101
HH owns removable cartridge storage device	265	4.7%	81
HH owns scanner	1,795	31.8%	112
HH owns PC speakers	2,358	41.7%	100
HH owns tape backup	138	2.4%	92
HH owns webcam	521	9.2%	81
HH owns software: accounting	465	8.2%	93
HH owns software: communications/fax	373	6.6%	81
HH owns software: database/filing	374	6.6%	81
HH owns software: desktop publishing	658	11.6%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst

Electronics and Internet Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	476	8.4%	84
HH owns software: entertainment/games	1,679	29.7%	102
HH owns software: online meeting/conference	124	2.2%	77
HH owns software: personal finance/tax prep	663	11.7%	83
HH owns software: presentation graphics	346	6.1%	77
HH owns software: multimedia	720	12.7%	83
HH owns software: networking	494	8.7%	78
HH owns software: security/anti-virus	1,388	24.6%	87
HH owns software: spreadsheet	1,095	19.4%	84
HH owns software: utility	282	5.0%	70
HH owns software: web authoring	135	2.4%	69
HH owns software: word processing	1,667	29.5%	88
Spent \$500+ on software for home PC in last 12 mo	96	1.7%	71
Purchased computer book in last 12 months	161	2.8%	66
HH owns fax machine	291	5.2%	86
Purchased audio equipment in last 12 months	501	8.9%	91
Purchased headphones in last 12 months	193	3.4%	86
HH owns camcorder	1,200	21.2%	109
Purchased camcorder in last 12 months	104	1.8%	87
HH owns CD player	2,624	46.4%	101
Purchased CD player in last 12 months	221	3.9%	101
HH owns DVD player	3,704	65.5%	99
Purchased DVD player in last 12 months	564	10.0%	103
HH owns 1 TV	970	17.2%	87
HH owns 2 TVs	1,483	26.3%	100
HH owns 3 TVs	1,370	24.3%	108
HH owns 4+ TVs	1,250	22.1%	105
HH owns miniature screen TV (<13 in)	515	9.1%	115
Most recent TV purchase: miniature screen (<13 in)	147	2.6%	94
HH owns regular screen TV (13-26 in)	2,601	46.0%	106
Most recent TV purchase: regular screen (13-26 in)	1,343	23.8%	102
HH owns large screen TV (27-35 in)	2,765	48.9%	105
Most recent TV purchase: large screen (27-35 in)	1,839	32.5%	103
HH owns big screen TV (36-42 in)	1,025	18.1%	96
Most recent TV purchase: big screen (36-42 in)	802	14.2%	101
HH owns giant screen TV (over 42 in)	787	13.9%	98
Most recent TV purchase: giant screen (over 42 in)	631	11.2%	100
HH owns LCD TV	986	17.5%	91
HH owns plasma TV	460	8.1%	98
HH owns projection TV	302	5.4%	99
HH owns video game system	1,975	35.0%	104
Purchased video game system in last 12 months	577	10.2%	95
HH owns video game system: handheld	874	15.5%	101
HH owns video game system: attached to TV/computer	1,784	31.6%	107
HH owns video game system: Game Boy	409	7.2%	105
HH owns video game system: Game Boy Advance/SP	369	6.5%	99
HH owns video game system: Nintendo DS	432	7.6%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	246	4.4%	87
HH owns video game system: Nintendo Wii	367	6.5%	96
HH owns video game system: PlayStation 2	1,040	18.4%	112
HH owns video game system: PlayStation 3	215	3.8%	105
HH owns video game system: Sony PlayStation/PS One	274	4.9%	120
HH owns video game system: Sony PSP	153	2.7%	92
HH owns video game system: Xbox	377	6.7%	112
HH owns video game system: Xbox 360	291	5.2%	80
HH purchased 5+ video games in last 12 months	329	5.8%	90
HH spent \$101+ on video games in last 12 months	417	7.4%	91
Owns MP3 player	2,440	21.4%	80
Purchased MP3 player in last 12 months	903	7.9%	78
Owns Apple iPod	756	6.6%	60
Purchased Apple iPod in last 12 months	228	2.0%	59
Have any access to the Internet	9,538	83.7%	99
Have access to Internet: at home	7,744	68.0%	96
Have access to Internet: at work	3,655	32.1%	86
Have access to Internet: at school/library	2,664	23.4%	93
Have access to Internet: not hm/work/school/library	2,154	18.9%	97
Use Internet less than once a week	612	5.4%	135
Use Internet 1-2 times per week	803	7.0%	128
Use Internet 3-6 times per week	1,063	9.3%	116
Use Internet once a day	1,359	11.9%	108
Use Internet 2-4 times per day	1,759	15.4%	88
Use Internet 5 or more times per day	2,262	19.9%	79
Any Internet or online usage in last 30 days	7,859	69.0%	98
Used Internet in last 30 days: at home	6,712	58.9%	95
Used Internet in last 30 days: at work	3,053	26.8%	84
Used Internet in last 30 days: at school/library	687	6.0%	78
Used Internet/30 days: not home/work/school/library	896	7.9%	85
Internet last 30 days: used email	6,652	58.4%	94
Internet last 30 days: used Instant Messenger	2,526	22.2%	88
Internet last 30 days: paid bills online	3,314	29.1%	88
Internet last 30 days: visited online blog	837	7.3%	77
Internet last 30 days: wrote online blog	274	2.4%	65
Internet last 30 days: visited chat room	444	3.9%	84
Internet last 30 days: looked for employment	1,429	12.5%	96
Internet last 30 days: played games online	2,532	22.2%	106
Internet last 30 days: traded/tracked investments	859	7.5%	67
Internet last 30 days: downloaded music	1,778	15.6%	85
Internet last 30 days: made phone call	245	2.2%	58
Internet last 30 days: made personal purchase	2,899	25.4%	83
Internet last 30 days: made business purchase	834	7.3%	77
Internet last 30 days: made travel plans	1,377	12.1%	70
Internet last 30 days: watched online video	1,783	15.6%	82
Internet last 30 days: obtained new/used car info	836	7.3%	83
Internet last 30 days: obtained financial info	2,159	18.9%	79
Internet last 30 days: obtained medical info	1,696	14.9%	89
Internet last 30 days: obtained latest news	3,806	33.4%	87
Internet last 30 days: obtained real estate info	897	7.9%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Electronics and Internet Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	2,205	19.3%	84
Ordered anything on Internet in last 12 months	3,572	31.3%	91
Ordered on Internet/12 mo: airline ticket	1,343	11.8%	70
Ordered on Internet/12 mo: CD/tape	449	3.9%	90
Ordered on Internet/12 mo: clothing	1,436	12.6%	87
Ordered on Internet/12 mo: computer	280	2.5%	72
Ordered on Internet/12 mo: computer peripheral	369	3.2%	75
Ordered on Internet/12 mo: DVD	535	4.7%	71
Ordered on Internet/12 mo: flowers	377	3.3%	71
Ordered on Internet/12 mo: software	545	4.8%	84
Ordered on Internet/12 mo: tickets (concerts etc.)	854	7.5%	78
Ordered on Internet/12 mo: toy	430	3.8%	76
Purchased item from amazon.com in last 12 months	1,255	11.0%	78
Purchased item from barnes&noble.com in last 12 mo	244	2.1%	67
Purchased item from bestbuy.com in last 12 months	194	1.7%	68
Purchased item from ebay.com in last 12 months	1,096	9.6%	103
Purchased item from walmart.com in last 12 months	457	4.0%	98
Spent on Internet orders last 12 months: <\$100	691	6.1%	111
Spent on Internet orders last 12 months: \$100-199	548	4.8%	89
Spent on Internet orders last 12 months: \$200-499	928	8.1%	97
Spent on Internet orders last 12 months: \$500+	1,245	10.9%	75
Connection to Internet from home: dial-up modem	1,615	14.2%	170
Connection to Internet from home: cable modem	2,461	21.6%	80
Connection to Internet from home: DSL	2,673	23.5%	95
Connection to Internet from home: wireless	1,098	9.6%	70
Connection to Internet from home: any broadband	5,785	50.8%	86
DVDs rented in last 30 days: 1	271	2.4%	90
DVDs rented in last 30 days: 2	573	5.0%	109
DVDs rented in last 30 days: 3	278	2.4%	76
DVDs rented in last 30 days: 4	356	3.1%	81
DVDs rented in last 30 days: 5+	1,391	12.2%	92
Rented video tape/DVD last month: action/adventure	2,205	19.4%	96
Rented video tape/DVD last month: classic	450	4.0%	76
Rented video tape/DVD last month: comedy	2,237	19.6%	95
Rented video tape/DVD last month: drama	1,321	11.6%	85
Rented video tape/DVD last month: family/children	1,097	9.6%	108
Rented video tape/DVD last month: foreign	133	1.2%	59
Rented video tape/DVD last month: horror	848	7.4%	100
Rented video tape/DVD last month: romance	743	6.5%	87
Rented video tape/DVD last month: science fiction	594	5.2%	98
Rented video tape/DVD last mo at Blockbuster Video	1,089	9.6%	79
Rented video tape/DVD last mo at Hollywood Video	275	2.4%	58
Bought video tape/DVD last month: action/adventure	894	7.8%	94
Bought video tape/DVD last month: classic	332	2.9%	107
Bought video tape/DVD last month: comedy	912	8.0%	99
Bought video tape/DVD last month: drama	426	3.7%	87
Bought video tape/DVD last month: family/children	817	7.2%	121
Bought video tape/DVD last month: horror	296	2.6%	83
Bought video tape/DVD last month: romance	314	2.8%	108

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Made with Esri Business Analyst



Electronics and Internet Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	197	1.7%	69
Bought blank video tape in last 6 months	1,285	11.3%	99
Bought 7+ blank video tapes in last 6 months	353	3.1%	119
DVDs purchased in last 30 days: 1	565	5.0%	100
DVDs purchased in last 30 days: 2	513	4.5%	95
DVDs purchased in last 30 days: 3-4	565	5.0%	107
DVDs purchased in last 30 days: 5+	572	5.0%	96
Bought any camera in last 12 months	1,467	12.9%	100
Spent on cameras in last 12 months: <\$100	644	5.7%	128
Spent on cameras in last 12 months: \$100-199	333	2.9%	97
Spent on cameras in last 12 months: \$200+	371	3.3%	82
Own APS (point & shoot or SLR) camera	256	2.2%	82
Own digital camera	3,873	34.0%	103
Bought digital camera in last 12 months	649	5.7%	83
Own digital point & shoot camera	2,971	26.1%	105
Bought digital point & shoot camera in last 12 mo	502	4.4%	89
Own digital SLR camera	1,017	8.9%	96
Bought digital SLR camera in last 12 months	232	2.0%	90
Own 35mm auto focus point & shoot camera	627	5.5%	117
Own 35mm auto focus single lens reflex camera	250	2.2%	92
Own 35mm auto focus zoom camera	865	7.6%	135
Own 35mm single lens reflex camera	371	3.3%	108
Own Canon camera	1,690	14.8%	94
Bought Canon camera in last 12 months	220	1.9%	91
Own Fuji camera	468	4.1%	102
Own Kodak camera	1,883	16.5%	140
Bought Kodak camera in last 12 months	387	3.4%	114
Own Nikon camera	569	5.0%	92
Own Olympus camera	470	4.1%	91
Own Polaroid camera	386	3.4%	138
Bought any camera accessory in last 12 months	5,325	46.7%	109
Bought film in last 12 months	2,448	21.5%	112
Bought film in last 12 months: <3 rolls	1,119	9.8%	110
Bought film in last 12 months: 3-6 rolls	790	6.9%	111
Bought film in last 12 months: 7+ rolls	539	4.7%	112
Bought film in last 12 mo: APS (color prints)	293	2.6%	96
Bought film in last 12 mo: instant developing	273	2.4%	120
Bought film in last 12 mo: 35mm (black & white)	68	0.6%	63
Bought film in last 12 mo: 35mm (color prints)	1,441	12.7%	111
Bought Fuji film in last 12 months	618	5.4%	108
Bought Kodak film in last 12 months	1,605	14.1%	119
Bought store-brand film in last 12 months	233	2.0%	96
Purchased film in last 12 mo: department store	570	5.0%	134
Purchased film in last 12 mo: discount store	723	6.3%	133

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	428	3.8%	80
Purchased film in last 12 mo: grocery store	233	2.0%	95
Purchased film in last 12 mo: 1 hour service store	295	2.6%	102
Had film processed at discount store	466	4.1%	124
Had film processed at drug store	437	3.8%	90
Had film processed at 1 hour service store	380	3.3%	115
Bought memory card for camera in last 12 months	746	6.5%	86
Own memory card for camera	3,085	27.1%	109

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March 27, 2012



Financial Investments Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015	
Population		15,580	16,375	
Population 18+		11,395	12,031	
Households		5,650	5,970	
Median Household Income		\$55,496	\$60,471	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		5,829	51.2%	104
Bank/financial institution: use savings & loan		1,221	10.7%	102
Bank/financial institution: use credit union		2,707	23.8%	105
Bank/financial institution: use fed savings bank		224	2.0%	85
Bank/financial institution: use mutual funds co		335	2.9%	90
Bank/financial institution: use Internet Bank		385	3.4%	78
Used ATM/cash machine in last 12 months		5,503	48.3%	95
Banked in person in last 12 months		6,085	53.4%	103
Banked by mail in last 12 months		564	5.0%	93
Banked by phone in last 12 months		1,805	15.8%	106
Did banking over the Internet in last 12 months		2,795	24.5%	90
Used direct deposit of paycheck in last 12 months		4,617	40.5%	105
Have interest checking account		3,709	32.5%	101
Have non-interest checking account		3,179	27.9%	105
Have money market account		1,128	9.9%	80
Have savings account		4,267	37.4%	103
Have 401K retirement savings		2,087	18.3%	103
Have IRA retirement savings		1,594	14.0%	93
Have auto loan for new car		1,365	12.0%	104
Have personal loan for education only		505	4.4%	109
Have personal loan-not for education		420	3.7%	147
Have home mortgage (1st)		2,315	20.3%	106
Have 2nd mortgage (equity loan)		715	6.3%	100
Have home equity line of credit		724	6.4%	106
Have personal line of credit		512	4.5%	99
Have overdraft protection		1,554	13.6%	102
Own any securities investment		2,643	23.2%	93
Own annuities		302	2.7%	87
Own certificate of deposit (6 months or less)		345	3.0%	86
Own certificate of deposit (more than 6 months)		596	5.2%	94
Own common/preferred stock in company you work for		293	2.6%	85
Own common stock in company you don't work for		611	5.4%	85
Own insured money market account (bank)		197	1.7%	84
Own shares in money market fund		750	6.6%	99
Own shares in mutual fund (bonds)		564	5.0%	83
Own shares in mutual fund (stock)		873	7.7%	82
Own any stock		843	7.4%	81
Own stock with market value <\$10000		310	2.7%	88
Own stock with market value \$10000-49999		261	2.3%	91
Own stock with market value \$50000+		228	2.0%	80

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012



Financial Investments Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	786		6.9%	101
Used financial planning counsel in last 12 months	733		6.4%	82
Used full service brokerage firm in last 12 months	540		4.7%	77
Own any credit/debit card (in own name)	8,227		72.2%	98
Own American Express card (in own name)	840		7.4%	59
Own Discover card (in own name)	1,241		10.9%	97
Own MasterCard (in own name)	3,813		33.5%	98
Own Visa (in own name)	5,417		47.5%	97
Own any department store credit card (in own name)	3,379		29.7%	96
Avg monthly credit card expenditures: <\$111	1,735		15.2%	110
Avg monthly credit card expenditures: \$111-225	793		7.0%	89
Avg monthly credit card expenditures: \$226-450	789		6.9%	93
Avg monthly credit card expenditures: \$451-700	634		5.6%	87
Avg monthly credit card expenditures: \$701+	1,057		9.3%	69

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Population 18+		11,395	12,031
Households		5,650	5,970
Median Household Income		\$55,496	\$60,471
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	3,772	66.8%	129
HH owns any bird	210	3.7%	128
HH owns any cat	1,854	32.8%	136
HH owns any dog	3,013	53.3%	141
HH owns 1 cat	861	15.2%	119
HH owns 2+ cats	992	17.6%	152
HH owns 1 dog	1,669	29.5%	126
HH owns 2+ dogs	1,344	23.8%	162
HH used canned cat food in last 6 months	788	13.9%	120
HH used <4 cans of cat food in last 7 days	285	5.0%	116
HH used 8+ cans of cat food in last 7 days	228	4.0%	112
HH used packaged dry cat food in last 6 months	1,818	32.2%	139
HH used <5 pounds of packaged dry cat food last mo	601	10.6%	130
HH used 11+ pounds of packaged dry cat food last mo	632	11.2%	155
HH used cat treats in last 6 months	712	12.6%	123
HH used cat litter in last 6 months	1,547	27.4%	134
HH used canned dog food in last 6 months	927	16.4%	124
HH used packaged dry dog food in last 6 months	2,934	51.9%	143
HH used <10 pounds of pkgd dry dog food last month	1,230	21.8%	131
HH used 25+ pounds of pkgd dry dog food last month	1,060	18.8%	171
HH used dog biscuits/treats in last 6 months	2,356	41.7%	141
HH used <2 packages of dog biscuits/treats last mo	1,201	21.3%	144
HH used 4+ packages of dog biscuits/treats last mo	463	8.2%	148
HH used flea/tick care prod for cat/dog last 12 mo	2,724	48.2%	142
HH member took pet to vet in last 12 mo: 1 time	1,011	17.9%	141
HH member took pet to vet in last 12 mo: 2 times	785	13.9%	126
HH member took pet to vet in last 12 mo: 3 times	382	6.8%	120
HH member took pet to vet in last 12 mo: 4 times	275	4.9%	117
HH member took pet to vet in last 12 mo: 5+ times	420	7.4%	133
Bought pet food from vet in last 12 months	380	6.7%	132
Bought flea control product from vet in last 12 mo	1,087	19.2%	144

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March 27, 2012

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Health and Beauty Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Population 18+		11,395	12,031
Households		5,650	5,970
Median Household Income		\$55,496	\$60,471
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	3,285	28.8%	96
Exercise at club 2+ times per week	798	7.0%	57
Exercise at other facility (not club) 2+ times/wk	790	6.9%	86
Own stationary bicycle	749	6.6%	116
Own treadmill	1,333	11.7%	119
Own weight lifting equipment	1,526	13.4%	103
Presently controlling diet	4,424	38.8%	94
Diet control for blood sugar level	858	7.5%	103
Diet control for cholesterol level	1,104	9.7%	96
Diet control to maintain weight	1,105	9.7%	87
Diet control for physical fitness	878	7.7%	77
Diet control for salt restriction	392	3.4%	103
Diet control for weight loss	1,538	13.5%	95
Used doctor's care/diet for diet method	361	3.2%	105
Used exercise program for diet method	748	6.6%	77
Used Weight Watchers as diet method	303	2.7%	87
Buy foods specifically labeled as fat-free	1,839	16.1%	92
Buy foods specifically labeled as high fiber	1,080	9.5%	83
Buy foods specifically labeled as high protein	414	3.6%	66
Buy foods specifically labeled as lactose-free	147	1.3%	70
Buy foods specifically labeled as low-calorie	1,134	10.0%	92
Buy foods specifically labeled as low-carb	764	6.7%	87
Buy foods specifically labeled as low-cholesterol	824	7.2%	87
Buy foods specifically labeled as low-fat	1,369	12.0%	90
Buy foods specifically labeled as low-sodium	943	8.3%	92
Buy foods specifically labeled as natural/organic	729	6.4%	76
Buy foods specifically labeled as sugar-free	1,537	13.5%	101
Used butter alternatives in last 6 months	483	4.2%	101
Used egg alternatives in last 6 months	1,407	12.3%	87
Used salt alternatives in last 6 months	3,325	29.2%	105
Drank meal/dietary supplement in last 6 months	608	5.3%	73
Used nutrition/energy bar in last 6 months	1,178	10.3%	73
Drank sports drink/thirst quencher in last 6 mo	3,301	29.0%	91
Used vitamin/dietary supplement in last 6 months	5,251	46.1%	95
Vitamin/dietary suppl used/6 mo: antioxidant	241	2.1%	73
Vitamin/dietary suppl used/6 mo: B complex	464	4.1%	84
Vitamin/dietary suppl used/6 mo: B complex+C	126	1.1%	57
Vitamin/dietary suppl used/6 mo: B-6	190	1.7%	82
Vitamin/dietary suppl used/6 mo: B-12	563	4.9%	87
Vitamin/dietary suppl used/6 mo: C	814	7.1%	85
Vitamin/dietary suppl used/6 mo: calcium	1,096	9.6%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Health and Beauty Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	533	4.7%	95
Vitamin/dietary suppl used/6 mo: E	618	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	152	1.3%	78
Vitamin/dietary suppl used/6 mo: glucosamine	455	4.0%	86
Vitamin/dietary suppl used/6 mo: multiple formula	1,283	11.3%	96
Vitamin/dietary suppl used/6 mo: multiple w/iron	458	4.0%	93
Vitamin/dietary suppl used/6 mo: mult w/minerals	677	5.9%	100
Vitamin/dietary suppl used/6 mo: zinc	226	2.0%	86
Vitamin/dietary suppl/6 mo: Caltrate 600	235	2.1%	78
Vitamin/dietary suppl/6 mo: Centrum	556	4.9%	84
Vitamin/dietary suppl/6 mo: Nature Made	534	4.7%	80
Visited doctor in last 12 months	8,941	78.5%	101
Visited doctor in last 12 months: 1-3 times	4,089	35.9%	106
Visited doctor in last 12 months: 4-7 times	2,404	21.1%	95
Visited doctor in last 12 months: 8+ times	2,447	21.5%	99
Visited doctor in last 12 mo: allergist	201	1.8%	74
Visited doctor in last 12 mo: cardiologist	755	6.6%	94
Visited doctor in last 12 mo: chiropractor	949	8.3%	112
Visited doctor in last 12 mo: dentist	4,043	35.5%	94
Visited doctor in last 12 mo: dermatologist	600	5.3%	74
Visited doctor in last 12 mo: ear/nose/throat	440	3.9%	84
Visited doctor in last 12 mo: eye	2,174	19.1%	92
Visited doctor in last 12 mo: general/family	5,224	45.8%	108
Visited doctor in last 12 mo: internist	554	4.9%	66
Visited doctor in last 12 mo: physical therapist	435	3.8%	84
Visited doctor in last 12 mo: podiatrist	258	2.3%	67
Visited doctor in last 12 mo: urologist	406	3.6%	92
Visited nurse practitioner in last 12 months	553	4.9%	116
Wear regular/sun/tinted prescription eyeglasses	4,038	35.4%	103
Wear bi-focals	2,010	17.6%	112
Wear disposable contact lenses	756	6.6%	102
Wear soft contact lenses	1,129	9.9%	113
Spent on contact lenses in last 12 mo: <\$100	347	3.0%	109
Spent on contact lenses in last 12 mo: \$100-199	402	3.5%	95
Spent on contact lenses in last 12 mo: \$200+	325	2.9%	94
Bought prescription eyewear: discount optical ctr	1,022	9.0%	112
Bought prescription eyewear: from eye doctor	3,093	27.1%	106
Bought prescription eyewear: retail optical chain	1,233	10.8%	98
Used prescription drug for allergy/hay fever	795	7.0%	99
Used prescription drug for anxiety/panic	479	4.2%	103
Used prescription drug for arthritis/rheumatism	333	2.9%	111
Used prescription drug for asthma	427	3.7%	92
Used prescription drug for backache/back pain	891	7.8%	106
Used prescription drug for depression	859	7.5%	128
Used prescr drug for diabetes (insulin dependent)	248	2.2%	110
Used prescr drug for diabetes (non-insulin)	475	4.2%	112
Used prescription drug for eczema/skin itch/rash	216	1.9%	91

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	897	7.9%	119
Used prescription drug for high blood pressure	1,599	14.0%	113
Used prescription drug for high cholesterol	1,053	9.2%	106
Used prescription drug for migraine headache	494	4.3%	117
Used prescription drug for sinus congest./headache	601	5.3%	108
Used prescription drug for urinary tract infection	345	3.0%	97
Used last 6 mo: adhesive bandages	6,614	58.0%	105
Used last 6 mo: athlete's foot/foot care product	1,433	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	5,478	48.1%	101
Used last 6 mo: children's cold tablets/liquids	1,866	16.4%	109
Used last 6 mo: contact lens cleaning solution	1,515	13.3%	109
Used last 6 mo: cotton swabs	5,603	49.2%	102
Used last 6 mo: cough/sore throat drops (nonprescr)	5,347	46.9%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	3,871	34.0%	99
Used last 6 mo: children's cough syrup	1,632	14.3%	100
Used last 6 mo: diarrhea remedy	1,781	15.6%	95
Used last 6 mo: eye wash and drops	3,373	29.6%	97
Used last 6 mo: headache/pain reliever (nonprescr)	9,826	86.2%	103
Used last 6 mo: hemorrhoid remedy	1,084	9.5%	107
Used last 6 mo: indigestion/upset stomach remedy	5,263	46.2%	103
Used last 6 mo: lactose intolerance product	255	2.2%	63
Used last 6 mo: laxative/fiber supplement	1,365	12.0%	86
Used last 6 mo: medicated skin ointment	3,598	31.6%	100
Used last 6 mo: medicated throat remedy	1,211	10.6%	93
Used last 6 mo: nasal spray	1,711	15.0%	94
Used last 6 mo: pain reliever/fever reducer (kids)	2,798	24.6%	111
Used last 6 mo: pain relieving rub/liquid/patch	2,859	25.1%	100
Used last 6 mo: sleeping tablets (nonprescription)	648	5.7%	105
Used last 12 mo: sunburn remedy	2,012	17.7%	114
Used last 12 mo: suntan/sunscreen product	4,258	37.4%	97
Used last 12 mo: SPF 15+ suntan/sunscreen product	3,309	29.0%	97
Used last 6 mo: toothache/gum/canker sore remedy	1,967	17.3%	103
Used last 6 mo: vitamins for children	1,652	14.5%	98
Used body powder in last 6 months	3,268	28.7%	103
Used body powder <3 times in last 7 days	1,321	11.6%	98
Used body powder 8+ times in last 7 days	256	2.2%	103
Used body wash/shower gel in last 6 months	6,058	53.2%	103
Used breath freshener in last 6 months	5,109	44.8%	96
Used complexion care product in last 6 months	5,073	44.5%	94
Used complexion care product <7 times last week	1,519	13.3%	97
Used complexion care product 11+ times last week	1,693	14.9%	89
Used complexion care prod: dry facial skin type	644	5.7%	77
Used complexion care prod: normal facial skin type	1,758	15.4%	101
Used complexion care prod: oily facial skin type	707	6.2%	103
Used dental floss in last 6 months	6,803	59.7%	96

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Health and Beauty Market Potential

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Goshen township, OH (3902531010)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	2,184	19.2%	95
Used denture adhesive/fixative in last 6 months	700	6.1%	98
Used denture cleaner in last 6 months	1,233	10.8%	98
Used deodorant/antiperspirant in last 6 months	10,782	94.6%	102
Used deodorant/antiperspirant <8 times last week	7,715	67.7%	99
Used deodorant/antiperspirant 15+ times last week	776	6.8%	113
Used disposable razor in last 6 months	6,127	53.8%	103
Used electric shaver in last 6 months	2,105	18.5%	98
Used hair coloring product (at home) last 6 months	2,185	19.2%	96
Used hair conditioner (at home) in last 6 months	7,182	63.0%	101
Used hair conditioning treatment (at home)/6 mo	2,344	20.6%	87
Used hair growth product in last 6 months	158	1.4%	61
Used hair mousse in last 6 months	2,155	18.9%	109
Used hair spray (at home) in last 6 months	4,663	40.9%	113
Used hair styling gel/lotion in last 6 months	2,907	25.5%	95
Used hand & body cream/lotion/oil in last 6 months	8,152	71.5%	99
Used hand & body cream/lotion/oil <5 times last wk	2,684	23.6%	110
Used hand & body cream/lotion/oil 9+ times last wk	2,554	22.4%	90
Used hand & body cream in last 6 months	1,748	15.3%	87
Used hand & body lotion in last 6 months	5,511	48.4%	99
Used hand & body oil in last 6 months	518	4.5%	88
Used lip care in last 6 months	6,982	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	8,865	77.8%	101
Used mouthwash in last 6 months	7,454	65.4%	99
Used mouthwash <4 times in last 7 days	2,513	22.1%	103
Used mouthwash 8+ times in last 7 days	1,705	15.0%	95
Used shampoo (at home) in last 6 months	10,627	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	1,961	17.2%	89
Used shaving cream/gel in last 6 months	6,257	54.9%	105
Used personal care soap (bar) in last 6 months	9,467	83.1%	99
Used personal care soap for antibacterial purpose	2,235	19.6%	102
Used personal care soap for complexion	666	5.8%	85
Used personal care soap for deodorant	2,035	17.9%	110
Use personal care soap for moisturizing	2,492	21.9%	101
Bought toothbrush in last 6 months	9,803	86.0%	101
Bought electric toothbrush in last 6 months	625	5.5%	82
Used toothpaste in last 6 months	10,881	95.5%	100
Used toothpaste <8 times in last 7 days	4,003	35.1%	109
Used toothpaste 15+ times in last 7 days	1,662	14.6%	90
Used toothpaste with baking soda in last 6 months	1,141	10.0%	87
Used toothpaste (gel) in last 6 months	3,345	29.4%	105
Used toothpaste (paste) in last 6 months	5,348	46.9%	97
Used whitening toothpaste in last 6 months	4,444	39.0%	112
Used tooth whitener (not toothpaste) last 6 months	1,051	9.2%	87
Had professional manicure/pedicure last 6 months	1,299	11.4%	66
Had professional facial/massage last 6 months	752	6.6%	70
Spent \$100+ at barber shops in last 6 months	355	3.1%	58
Spent \$100+ at beauty parlors in last 6 months	1,542	13.5%	85

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Restaurant Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Population 18+		11,395	12,031
Households		5,650	5,970
Median Household Income		\$55,496	\$60,471
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	8,015	70.3%	98
Family restaurant/steak house last month: <2 times	2,864	25.1%	98
Family restaurant/steak house last month: 2-4 times	2,928	25.7%	95
Family restaurant/steak house last month: 5+ times	2,221	19.5%	100
Family restaurant/steak house last 6 months: breakfast	1,453	12.8%	97
Family restaurant/steak house last 6 months: lunch	2,734	24.0%	97
Family restaurant/steak house last 6 months: snack	114	1.0%	36
Family restaurant/steak house last 6 months: dinner	6,124	53.7%	102
Family restaurant/steak house last 6 months: weekday	4,246	37.3%	97
Family restaurant/steak house last 6 months: weekend	5,248	46.1%	104
Family restaurant/steak house last 6 months: Applebee's	2,938	25.8%	102
Family restaurant/steak house last 6 months: Bennigan's	155	1.4%	62
Family restaurant/steak house last 6 months: Bob Evans Farm	742	6.5%	142
Family restaurant/steak house last 6 months: Cheesecake Factory	405	3.6%	54
Family restaurant/steak house last 6 months: Chili's Grill & Bar	1,187	10.4%	90
Family restaurant/steak house last 6 months: Cracker Barrel	1,737	15.2%	138
Family restaurant/steak house last 6 months: Denny's	775	6.8%	75
Family restaurant/steak house last 6 months: Friendly's	376	3.3%	83
Family restaurant/steak house last 6 months: Golden Corral	1,083	9.5%	132
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	1,104	9.7%	83
Family restaurant/steak house last 6 months: Lone Star Steakhouse	348	3.1%	112
Family restaurant/steak house last 6 months: Old Country Buffet	269	2.4%	83
Family restaurant/steak house last 6 months: Olive Garden	1,884	16.5%	93
Family restaurant/steak house last 6 months: Outback Steakhouse	1,109	9.7%	85
Family restaurant/steak house last 6 months: Perkins	528	4.6%	128
Family restaurant/steak house last 6 months: Red Lobster	1,465	12.9%	96
Family restaurant/steak house last 6 months: Red Robin	486	4.3%	76
Family restaurant/steak house last 6 months: Ruby Tuesday	927	8.1%	97
Family restaurant/steak house last 6 months: Ryan's	605	5.3%	141
Family restaurant/steak house last 6 months: Sizzler	206	1.8%	60
Family restaurant/steak house last 6 months: T.G.I. Friday's	970	8.5%	83
Went to fast food/drive-in restaurant in last 6 months	10,220	89.7%	101
Went to fast food/drive-in restaurant <6 times/month	3,893	34.2%	97
Went to fast food/drive-in restaurant 6-13 times/month	3,375	29.6%	102
Went to fast food/drive-in restaurant 14+ times/month	2,952	25.9%	104
Fast food/drive-in last 6 months: breakfast	3,175	27.9%	101
Fast food/drive-in last 6 months: lunch	6,951	61.0%	104
Fast food/drive-in last 6 months: snack	1,621	14.2%	82
Fast food/drive-in last 6 months: dinner	6,045	53.1%	109

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	7,988	70.1%	105
Fast food/drive-in last 6 months: weekend	5,507	48.3%	100
Fast food/drive-in last 6 months: A & W	616	5.4%	119
Fast food/drive-in last 6 months: Arby's	3,159	27.7%	134
Fast food/drive-in last 6 months: Boston Market	239	2.1%	44
Fast food/drive-in last 6 months: Burger King	4,622	40.6%	112
Fast food/drive-in last 6 months: Captain D's	788	6.9%	135
Fast food/drive-in last 6 months: Carl's Jr.	233	2.0%	33
Fast food/drive-in last 6 months: Checkers	307	2.7%	85
Fast food/drive-in last 6 months: Chick-fil-A	1,547	13.6%	105
Fast food/drive-in last 6 months: Chipotle Mex. Grill	355	3.1%	51
Fast food/drive-in last 6 months: Chuck E. Cheese	451	4.0%	88
Fast food/drive-in last 6 months: Church's Fr. Chicken	289	2.5%	59
Fast food/drive-in last 6 months: Dairy Queen	2,447	21.5%	134
Fast food/drive-in last 6 months: Del Taco	149	1.3%	39
Fast food/drive-in last 6 months: Domino's Pizza	1,266	11.1%	83
Fast food/drive-in last 6 months: Dunkin' Donuts	900	7.9%	68
Fast food/drive-in last 6 months: Fuddruckers	279	2.4%	88
Fast food/drive-in last 6 months: Hardee's	1,053	9.2%	136
Fast food/drive-in last 6 months: Jack in the Box	722	6.3%	61
Fast food/drive-in last 6 months: KFC	3,414	30.0%	109
Fast food/drive-in last 6 months: Little Caesars	850	7.5%	102
Fast food/drive-in last 6 months: Long John Silver's	991	8.7%	138
Fast food/drive-in last 6 months: McDonald's	6,779	59.5%	106
Fast food/drive-in last 6 months: Panera Bread	938	8.2%	84
Fast food/drive-in last 6 months: Papa John's	828	7.3%	83
Fast food/drive-in last 6 months: Pizza Hut	3,008	26.4%	120
Fast food/drive-in last 6 months: Popeyes	481	4.2%	58
Fast food/drive-in last 6 months: Quiznos	765	6.7%	75
Fast food/drive-in last 6 months: Sonic Drive-In	1,571	13.8%	117
Fast food/drive-in last 6 months: Starbucks	1,109	9.7%	66
Fast food/drive-in last 6 months: Steak n Shake	678	6.0%	118
Fast food/drive-in last 6 months: Subway	4,016	35.2%	111
Fast food/drive-in last 6 months: Taco Bell	3,867	33.9%	105
Fast food/drive-in last 6 months: Wendy's	4,006	35.2%	113
Fast food/drive-in last 6 months: Whataburger	490	4.3%	89
Fast food/drive-in last 6 months: White Castle	316	2.8%	69
Fast food/drive-in last 6 months: eat in	4,599	40.4%	107
Fast food/drive-in last 6 months: home delivery	1,001	8.8%	84
Fast food/drive-in last 6 months: take-out/drive-thru	6,535	57.4%	109
Fast food/drive-in last 6 months: take-out/walk-in	2,437	21.4%	87

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Sports and Leisure Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Population 18+		11,395	12,031
Households		5,650	5,970
Median Household Income		\$55,496	\$60,471
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	925	8.1%	82
Participated in archery	482	4.2%	159
Participated in backpacking/hiking	975	8.6%	91
Participated in baseball	621	5.5%	105
Participated in basketball	962	8.4%	90
Participated in bicycling (mountain)	385	3.4%	92
Participated in bicycling (road)	1,066	9.4%	97
Participated in boating (power)	831	7.3%	118
Participated in bowling	1,414	12.4%	106
Participated in canoeing/kayaking	663	5.8%	122
Participated in downhill skiing	316	2.8%	95
Participated in fishing (fresh water)	2,095	18.4%	140
Participated in fishing (salt water)	464	4.1%	89
Participated in football	678	6.0%	95
Participated in Frisbee	600	5.3%	96
Participated in golf	1,126	9.9%	95
Play golf < once a month	386	3.4%	86
Play golf 1+ times a month	583	5.1%	95
Participated in horseback riding	452	4.0%	131
Participated in hunting with rifle	971	8.5%	176
Participated in hunting with shotgun	778	6.8%	161
Participated in ice skating	326	2.9%	99
Participated in jogging/running	930	8.2%	77
Participated in martial arts	154	1.4%	96
Participated in motorcycling	545	4.8%	130
Participated in Pilates	366	3.2%	98
Participated in roller skating	323	2.8%	135
Participated in snowboarding	176	1.5%	80
Participated in soccer	421	3.7%	86
Participated in softball	527	4.6%	118
Participated in swimming	2,470	21.7%	111
Participated in target shooting	536	4.7%	122
Participated in tennis	386	3.4%	79
Participated in volleyball	510	4.5%	128
Participated in walking for exercise	3,259	28.6%	96
Participated in weight lifting	1,217	10.7%	91
Participated in yoga	374	3.3%	57
Spent on high end sports/recreation equipment/12 mo: <\$250	490	4.3%	97
Spent on high end sports/recreation equipment/12 mo: \$250+	395	3.5%	89
Attend sports event: auto racing (NASCAR)	910	8.0%	109
Attend sports event: auto racing (not NASCAR)	762	6.7%	106
Attend sports event: baseball game	1,558	13.7%	92

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	817	7.2%	90
Attend sports event: basketball game (pro)	712	6.2%	73
Attend sports event: football game (college)	1,133	9.9%	96
Attend sports event: football-Monday night game (pro)	608	5.3%	87
Attend sports event: football-weekend game (pro)	848	7.4%	82
Attend sports event: golf tournament	544	4.8%	86
Attend sports event: ice hockey game	674	5.9%	89
Attend sports event: soccer game	610	5.4%	87
Attend sports event: tennis match	482	4.2%	86
Attended adult education course in last 12 months	766	6.7%	102
Attended auto show in last 12 months	1,130	9.9%	120
Went to bar/night club in last 12 months	2,213	19.4%	102
Went to beach in last 12 months	2,365	20.8%	85
Attended dance performance in last 12 months	338	3.0%	67
Danced/went dancing in last 12 months	844	7.4%	78
Dined out in last 12 months	5,690	49.9%	101
Dine out < once a month	501	4.4%	94
Dine out once a month	859	7.5%	122
Dine out 2-3 times a month	1,314	11.5%	100
Dine out once a week	1,345	11.8%	102
Dine out 2+ times per week	995	8.7%	88
Gambled at casino in last 12 months	1,399	12.3%	77
Gambled at casino 6+ times in last 12 months	256	2.2%	83
Gambled in Atlantic City in last 12 months	131	1.2%	45
Gambled in Las Vegas in last 12 months	269	2.4%	49
Attended horse races in last 12 months	229	2.0%	68
Attended movies in last 6 months	5,791	50.8%	86
Attended movies in last 90 days: < once a month	3,286	28.8%	89
Attended movies in last 90 days: once a month	976	8.6%	84
Attended movies in last 90 days: 2-3 times a month	611	5.4%	80
Attended movies in last 90 days: once/week or more	176	1.5%	60
Prefer to see movie after second week of release	2,573	22.6%	95
Went to museum in last 12 months	973	8.5%	67
Attended music performance in last 12 months	2,495	21.9%	92
Attended country music performance in last 12 mo	732	6.4%	127
Attended rock music performance in last 12 months	1,124	9.9%	90
Attended classical music/opera performance/12 mo	366	3.2%	70
Went to live theater in last 12 months	960	8.4%	64
Visited a theme park in last 12 months	2,017	17.7%	82
Visited Disney World (FL)/12 mo: Magic Kingdom	277	2.4%	72
Visited any Sea World in last 12 months	219	1.9%	57
Visited any Six Flags in last 12 months	401	3.5%	61
Went to zoo in last 12 months	1,494	13.1%	103
Played backgammon in last 12 months	144	1.3%	63
Participated in book club in last 12 months	291	2.6%	81
Played billiards/pool in last 12 months	1,111	9.8%	101
Played bingo in last 12 months	422	3.7%	87
Did birdwatching in last 12 months	897	7.9%	126
Played board game in last 12 months	1,873	16.4%	101

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Sports and Leisure Market Potential

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Goshen township, OH (3902531010)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	2,458	21.6%	103
Played chess in last 12 months	306	2.7%	73
Cooked for fun in last 12 months	2,224	19.5%	94
Did crossword puzzle in last 12 months	1,707	15.0%	103
Participated in fantasy sports league last 12 mo	264	2.3%	71
Flew a kite in last 12 months	295	2.6%	91
Did furniture refinishing in last 12 months	355	3.1%	97
Did indoor gardening/plant care in last 12 months	1,113	9.8%	97
Participated in karaoke in last 12 months	487	4.3%	97
Bought lottery ticket in last 12 months	3,977	34.9%	101
Bought lottery ticket in last 12 mo: Daily Drawing	343	3.0%	62
Bought lottery ticket in last 12 mo: Instant Game	2,216	19.4%	122
Bought lottery ticket in last 12 mo: Lotto Drawing	2,198	19.3%	90
Played lottery: <3 times in last 30 days	1,672	14.7%	93
Played lottery: 3-7 times in last 30 days	1,218	10.7%	111
Played lottery: 8+ times in last 30 days	1,087	9.5%	102
Played musical instrument in last 12 months	801	7.0%	88
Did painting/drawing in last 12 months	646	5.7%	87
Did photography in last 12 months	1,483	13.0%	103
Read book in last 12 months	4,332	38.0%	93
Participated in trivia games in last 12 months	701	6.2%	102
Played video game in last 12 months	1,666	14.6%	110
Did woodworking in last 12 months	703	6.2%	131
Participated in word games in last 12 months	995	8.7%	92
Member of AARP	1,557	13.7%	89
Member of business club	224	2.0%	79
Member of charitable organization	569	5.0%	79
Member of church board	532	4.7%	108
Member of fraternal order	408	3.6%	101
Member of religious club	609	5.3%	84
Member of union	545	4.8%	91
Member of veterans club	441	3.9%	114
Bought any children`s toy/game in last 12 months	4,198	36.8%	106
Spent on toys/games in last 12 months: <\$50	777	6.8%	112
Spent on toys/games in last 12 months: \$50-99	364	3.2%	116
Spent on toys/games in last 12 months: \$100-199	856	7.5%	104
Spent on toys/games in last 12 months: \$200-499	1,298	11.4%	105
Spent on toys/games in last 12 months: \$500+	661	5.8%	101
Bought infant toy in last 12 months	1,069	9.4%	112
Bought pre-school toy in last 12 months	920	8.1%	100
Spent on toys/games (for child <6)/12 mo: <\$100	1,433	12.6%	113
Spent on toys/games (for child <6)/12 mo: \$100-199	829	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	870	7.6%	99
Bought for child in last 12 mo: boy action figure	1,006	8.8%	109
Bought for child in last 12 mo: girl action figure	317	2.8%	90
Bought for child in last 12 mo: bicycle	827	7.3%	106
Bought for child in last 12 mo: board game	1,346	11.8%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



Sports and Leisure Market Potential

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	429	3.8%	111
Bought for child in last 12 mo: car	1,232	10.8%	117
Bought for child in last 12 mo: construction toy	564	5.0%	100
Bought for child in last 12 mo: large/baby doll	915	8.0%	123
Bought for child in last 12 mo: fashion doll	637	5.6%	109
Bought for child in last 12 mo: plush doll/animal	1,155	10.1%	120
Bought for child in last 12 mo: doll accessories	495	4.3%	108
Bought for child in last 12 mo: doll clothing	520	4.6%	111
Bought for child in last 12 mo: educational toy	1,628	14.3%	105
Bought for child in last 12 mo: electronic game	1,250	11.0%	118
Bought for child in last 12 mo: mechanical toy	562	4.9%	123
Bought for child in last 12 mo: model kit/set	304	2.7%	104
Bought for child in last 12 mo: sound game	302	2.7%	95
Bought for child in last 12 mo: water toy	1,194	10.5%	109
Bought for child in last 12 mo: word game	397	3.5%	90
Bought book in last 12 months	5,471	48.0%	96
Bought 1-3 books in last 12 months	2,279	20.0%	102
Bought 4-9 books in last 12 months	1,751	15.4%	99
Bought 10+ books in last 12 months	1,441	12.6%	84
Bought paperback book in last 12 months	4,166	36.6%	97
Bought <3 paperback books in last 12 months	1,494	13.1%	101
Bought 3-6 paperback books in last 12 months	1,457	12.8%	97
Bought 7+ paperback books in last 12 months	1,215	10.7%	90
Bought hardcover book in last 12 months	2,849	25.0%	90
Bought <3 hardcover books in last 12 months	1,454	12.8%	104
Bought 3-5 hardcover books in last 12 months	755	6.6%	83
Bought 6+ hardcover books in last 12 months	640	5.6%	71
Bought book (fiction) in last 12 months	2,984	26.2%	93
Bought book (non-fiction) in last 12 months	2,549	22.4%	88
Bought biography in last 12 months	577	5.1%	70
Bought children`s book in last 12 months	1,443	12.7%	99
Bought cookbook in last 12 months	1,278	11.2%	102
Bought desk dictionary in last 12 months	139	1.2%	60
Bought history book in last 12 months	641	5.6%	74
Bought mystery book in last 12 months	1,224	10.7%	96
Bought personal/business self-help book last 12 mo	722	6.3%	88
Bought religious book (not bible) last 12 months	870	7.6%	101
Bought romance book in last 12 months	825	7.2%	111
Bought science fiction book in last 12 months	509	4.5%	98
Bought book through book club in last 12 months	515	4.5%	104
Bought book at book store in last 12 months	3,232	28.4%	84
Bought book at Barnes & Noble in last 12 months	1,676	14.7%	75
Bought book at Borders in last 12 months	936	8.2%	74
Bought book at convenience store in last 12 months	216	1.9%	85
Bought book at department store in last 12 months	1,296	11.4%	149
Bought book at drug store in last 12 months	206	1.8%	80
Bought book through Internet in last 12 mo	840	7.4%	72
Bought book through mail order in last 12 months	446	3.9%	115
Bought book at supermarket in last 12 months	827	7.3%	139
Bought book at warehouse store in last 12 months	534	4.7%	81

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Retail Goods and Services Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Green Acres	33.2%	Population	15,580	16,375
Crossroads	30.8%	Households	5,650	5,970
Salt of the Earth	27.2%	Families	4,423	4,645
Southern Satellites	8.8%	Median Age	37.1	37.7
Top Rung	0.0%	Median Household Income	\$55,496	\$60,471
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		64	\$1,523.32	\$8,606,781
Men's		60	\$275.05	\$1,554,040
Women's		57	\$470.33	\$2,657,370
Children's		71	\$285.33	\$1,612,094
Footwear		45	\$189.16	\$1,068,768
Watches & Jewelry		91	\$176.11	\$995,036
Apparel Products and Services (1)		136	\$127.34	\$719,474
Computer				
Computers and Hardware for Home Use		92	\$176.24	\$995,753
Software and Accessories for Home Use		91	\$25.93	\$146,478
Entertainment & Recreation		97	\$3,120.00	\$17,627,972
Fees and Admissions		89	\$552.67	\$3,122,575
Membership Fees for Clubs (2)		89	\$145.37	\$821,320
Fees for Participant Sports, excl. Trips		92	\$98.08	\$554,154
Admission to Movie/Theatre/Opera/Ballet		88	\$132.89	\$750,845
Admission to Sporting Events, excl. Trips		96	\$56.85	\$321,220
Fees for Recreational Lessons		87	\$118.95	\$672,048
Dating Services		69	\$0.53	\$2,988
TV/Video/Audio		94	\$1,165.39	\$6,584,442
Community Antenna or Cable TV		96	\$692.85	\$3,914,615
Televisions		92	\$178.64	\$1,009,310
VCRs, Video Cameras, and DVD Players		92	\$18.74	\$105,866
Video Cassettes and DVDs		93	\$48.72	\$275,280
Video and Computer Game Hardware and Software		95	\$53.14	\$300,224
Satellite Dishes		100	\$1.26	\$7,113
Rental of Video Cassettes and DVDs		95	\$39.05	\$220,650
Streaming/Downloaded Video		82	\$1.15	\$6,478
Audio (3)		85	\$125.47	\$708,876
Rental and Repair of TV/Radio/Sound Equipment		84	\$6.38	\$36,030
Pets		123	\$527.85	\$2,982,341
Toys and Games (4)		98	\$141.88	\$801,641
Recreational Vehicles and Fees (5)		100	\$321.45	\$1,816,188
Sports/Recreation/Exercise Equipment (6)		78	\$141.92	\$801,823
Photo Equipment and Supplies (7)		96	\$99.25	\$560,777
Reading (8)		94	\$145.61	\$822,676
Catered Affairs (9)		97	\$23.98	\$135,509
Food		93	\$7,191.28	\$40,630,750
Food at Home		94	\$4,191.47	\$23,681,815
Bakery and Cereal Products		95	\$566.56	\$3,201,069
Meats, Poultry, Fish, and Eggs		93	\$961.34	\$5,431,561
Dairy Products		95	\$473.23	\$2,673,733
Fruits and Vegetables		91	\$711.88	\$4,022,117
Snacks and Other Food at Home (10)		95	\$1,478.47	\$8,353,336
Food Away from Home		93	\$2,999.81	\$16,948,934
Alcoholic Beverages		90	\$512.88	\$2,897,756
Nonalcoholic Beverages at Home		94	\$412.40	\$2,330,083

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	96	\$1,663.78	\$9,400,379
Vehicle Loans	102	\$5,007.40	\$28,291,818
Health			
Nonprescription Drugs	99	\$102.10	\$576,836
Prescription Drugs	103	\$513.79	\$2,902,897
Eyeglasses and Contact Lenses	99	\$76.01	\$429,468
Home			
Mortgage Payment and Basics (11)	97	\$9,068.22	\$51,235,452
Maintenance and Remodeling Services	95	\$1,887.56	\$10,664,728
Maintenance and Remodeling Materials (12)	105	\$391.19	\$2,210,236
Utilities, Fuel, and Public Services	98	\$4,430.22	\$25,030,753
Household Furnishings and Equipment			
Household Textiles (13)	93	\$123.87	\$699,844
Furniture	91	\$548.24	\$3,097,575
Floor Coverings	96	\$72.34	\$408,712
Major Appliances (14)	100	\$304.49	\$1,720,361
Housewares (15)	81	\$69.97	\$395,351
Small Appliances	97	\$31.66	\$178,895
Luggage	93	\$8.59	\$48,549
Telephones and Accessories	62	\$26.59	\$150,244
Household Operations			
Child Care	91	\$421.16	\$2,379,562
Lawn and Garden (16)	99	\$415.00	\$2,344,752
Moving/Storage/Freight Express	79	\$47.95	\$270,903
Housekeeping Supplies (17)	97	\$680.14	\$3,842,815
Insurance			
Owners and Renters Insurance	104	\$483.27	\$2,730,459
Vehicle Insurance	95	\$1,109.28	\$6,267,431
Life/Other Insurance	103	\$431.69	\$2,439,071
Health Insurance	100	\$1,933.76	\$10,925,716
Personal Care Products (18)	94	\$374.53	\$2,116,097
School Books and Supplies (19)	93	\$99.47	\$562,024
Smoking Products	100	\$426.64	\$2,410,490
Transportation			
Vehicle Purchases (Net Outlay) (20)	98	\$4,296.31	\$24,274,143
Gasoline and Motor Oil	100	\$2,876.24	\$16,250,750
Vehicle Maintenance and Repairs	95	\$894.99	\$5,056,719
Travel			
Airline Fares	85	\$389.92	\$2,203,050
Lodging on Trips	92	\$400.67	\$2,263,811
Auto/Truck/Van Rental on Trips	85	\$31.29	\$176,760
Food and Drink on Trips	93	\$403.25	\$2,278,363

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



Retail Goods and Services Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Households		5,650	5,970
Families		4,423	4,645
Median Age		37.1	37.7
Median Household Income		\$55,496	\$60,471
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	99	\$4.73	\$26,721
Gasoline	100	\$2,804.44	\$15,845,064
Motor Oil	104	\$12.36	\$69,814
Vehicle Parts/Equipment and Accessories	97	\$54.06	\$305,411
Tire Purchase/Replacement	100	\$145.14	\$820,015
Vehicle Audio/Video Equipment and Installation	83	\$5.91	\$33,397
Vehicle Cleaning Products and Services	87	\$7.07	\$39,937
Services			
Auto Repair Service Policy	96	\$15.88	\$89,743
Membership Fees for Automobile Service Clubs	91	\$19.91	\$112,476
Global Positioning Services	97	\$2.46	\$13,892
Vehicle Air Conditioning Repair	94	\$16.53	\$93,388
Vehicle Body Work and Painting	94	\$35.83	\$202,463
Vehicle Brake Work	92	\$72.88	\$411,750
Vehicle Clutch/Transmission Repair	95	\$43.93	\$248,185
Vehicle Cooling System Repair	92	\$26.81	\$151,492
Vehicle Drive Shaft and Rear-end Repair	93	\$8.04	\$45,431
Vehicle Electrical System Repair	93	\$32.20	\$181,937
Vehicle Exhaust System Repair	93	\$12.48	\$70,506
Vehicle Front End Alignment/Wheel Balance & Rotation	96	\$17.76	\$100,359
Lube/Oil Change and Oil Filters	102	\$91.45	\$516,690
Vehicle Motor Repair/Replacement	91	\$83.93	\$474,197
Vehicle Motor Tune-up	84	\$52.16	\$294,712
Vehicle Shock Absorber Replacement	97	\$6.45	\$36,457
Vehicle Steering/Front End Repair	96	\$26.65	\$150,547
Tire Repair and Other Repair Work	95	\$61.49	\$347,446

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Households		5,650	5,970
Families		4,423	4,645
Median Age		37.1	37.7
Median Household Income		\$55,496	\$60,471
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	96	\$5,514.46	\$31,156,705
Savings Accounts	96	\$12,680.67	\$71,645,781
U.S. Savings Bonds	103	\$425.17	\$2,402,222
Stocks, Bonds & Mutual Funds	96	\$37,503.15	\$211,892,774
Annual Changes			
Checking Accounts	84	\$218.82	\$1,236,313
Savings Accounts	80	\$313.28	\$1,770,031
U.S. Savings Bonds	99	\$2.38	\$13,431
Earnings			
Dividends, Royalties, Estates, Trusts	93	\$913.41	\$5,160,791
Interest from Savings Accounts or Bonds	92	\$840.78	\$4,750,435
Retirement Plan Contributions	98	\$1,341.52	\$7,579,570
Liabilities			
Original Mortgage Amount	90	\$19,261.84	\$108,829,417
Vehicle Loan Amount 1	101	\$2,738.64	\$15,473,331
Amount Paid: Interest			
Home Mortgage	95	\$4,410.99	\$24,922,092
Lump Sum Home Equity Loan	95	\$123.82	\$699,557
New Car/Truck/Van Loan	98	\$205.29	\$1,159,910
Used Car/Truck/Van Loan	103	\$167.76	\$947,817
Amount Paid: Principal			
Home Mortgage	99	\$1,960.41	\$11,076,305
Lump Sum Home Equity Loan	99	\$165.00	\$932,263
New Car/Truck/Van Loan	101	\$1,121.59	\$6,336,956
Used Car/Truck/Van Loan	106	\$801.16	\$4,526,560
Checking Account and Banking Service Charges	90	\$25.07	\$141,632
Finance Charges, excluding Mortgage/Vehicle	93	\$226.82	\$1,281,557

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

2010 Housing Summary		2010 Demographic Summary	
Housing Units	6,066	Population	15,580
2010-2015 Percent Change	7.19%	Households	5,650
Percent Occupied	93.1%	Families	4,423
Percent Owner HHS	86.0%	Median Age	37.1
Median Home Value	\$99,170	Median Household Income	\$55,496
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	97	\$11,411.23	\$64,473,478
Mortgage Interest	95	\$4,410.99	\$24,922,092
Mortgage Principal	99	\$1,960.41	\$11,076,305
Property Taxes	97	\$2,150.01	\$12,147,566
Homeowners Insurance	105	\$474.03	\$2,678,297
Ground Rent	100	\$72.78	\$411,192
Maintenance and Remodeling Services	95	\$1,887.56	\$10,664,728
Maintenance and Remodeling Materials	105	\$391.19	\$2,210,236
Property Management and Security	75	\$64.26	\$363,061
Rented Dwellings	58	\$2,007.64	\$11,343,181
Rent	58	\$1,884.50	\$10,647,434
Rent Received as Pay	64	\$58.36	\$329,733
Renters' Insurance	71	\$9.23	\$52,161
Maintenance and Repair Services	76	\$16.14	\$91,183
Maintenance and Repair Materials	74	\$39.41	\$222,669
Owned Vacation Homes	82	\$379.55	\$2,144,440
Mortgage Payment	85	\$173.84	\$982,201
Property Taxes	85	\$95.39	\$538,966
Homeowners Insurance	85	\$12.64	\$71,391
Maintenance and Remodeling	72	\$83.22	\$470,178
Property Management and Security	84	\$14.46	\$81,704
Housing While Attending School	101	\$82.31	\$465,034
Household Operations	92	\$1,449.85	\$8,191,655
Child Care	91	\$421.16	\$2,379,562
Care for Elderly or Handicapped	106	\$76.41	\$431,691
Appliance Rental and Repair	100	\$24.33	\$137,489
Computer Information Services	94	\$229.87	\$1,298,773
Home Security System Services	94	\$24.48	\$138,292
Non-Apparel Household Laundry/Dry Cleaning	11	\$4.06	\$22,955
Housekeeping Services	86	\$131.71	\$744,182
Lawn and Garden	99	\$415.00	\$2,344,752
Moving/Storage/Freight Express	79	\$47.95	\$270,903
PC Repair (Personal Use)	92	\$8.17	\$46,170
Reupholstering/Furniture Repair	86	\$6.85	\$38,729
Termite/Pest Control	98	\$23.96	\$135,366
Water Softening Services	129	\$7.21	\$40,749
Internet Services Away from Home	90	\$2.41	\$13,644
Voice Over IP Service	80	\$5.36	\$30,291
Other Home Services (1)	91	\$20.90	\$118,106

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	98	\$4,430.22	\$25,030,753
Bottled Gas	133	\$89.78	\$507,279
Electricity	99	\$1,681.77	\$9,502,006
Fuel Oil	88	\$98.46	\$556,300
Natural Gas	98	\$638.39	\$3,606,902
Telephone Services	96	\$1,383.98	\$7,819,467
Water and Other Public Services	96	\$526.83	\$2,976,602
Coal/Wood/Other Fuel	128	\$11.01	\$62,197
Housekeeping Supplies	97	\$680.14	\$3,842,815
Laundry and Cleaning Supplies	97	\$184.79	\$1,044,085
Postage and Stationery	96	\$195.47	\$1,104,414
Other HH Products (2)	98	\$299.88	\$1,694,316
Household Textiles	93	\$123.87	\$699,844
Bathroom Linens	92	\$16.30	\$92,108
Bedroom Linens	93	\$57.70	\$325,992
Kitchen and Dining Room Linens	93	\$2.86	\$16,166
Curtains and Draperies	89	\$25.64	\$144,861
Slipcovers, Decorative Pillows	91	\$3.92	\$22,125
Materials for Slipcovers/Curtains	104	\$15.98	\$90,281
Other Linens	84	\$1.47	\$8,311
Furniture	91	\$548.24	\$3,097,575
Mattresses and Box Springs	89	\$71.11	\$401,766
Other Bedroom Furniture	91	\$97.21	\$549,245
Sofas	88	\$133.45	\$753,981
Living Room Tables and Chairs	93	\$76.81	\$433,995
Kitchen, Dining Room Furniture	92	\$57.29	\$323,670
Infant Furniture	94	\$10.49	\$59,253
Outdoor Furniture	101	\$26.82	\$151,517
Wall Units, Cabinets, Other Furniture (3)	94	\$75.07	\$424,147
Major Appliances	100	\$304.49	\$1,720,361
Dishwashers and Disposals	100	\$27.28	\$154,124
Refrigerators and Freezers	99	\$81.43	\$460,077
Clothes Washers	103	\$51.55	\$291,261
Clothes Dryers	106	\$40.29	\$227,648
Cooking Stoves and Ovens	99	\$46.87	\$264,831
Microwave Ovens	90	\$11.45	\$64,717
Window Air Conditioners	95	\$6.68	\$37,731
Electric Floor Cleaning Equipment	101	\$22.66	\$128,029
Sewing Machines and Miscellaneous Appliances	101	\$16.27	\$91,942

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	96	\$72.34	\$408,712
Housewares	81	\$69.97	\$395,351
Small Appliances	97	\$31.66	\$178,895
Window Coverings	86	\$33.32	\$188,237
Lamps and Other Lighting Fixtures	94	\$22.15	\$125,172
Infant Equipment	25	\$5.05	\$28,556
Rental of Furniture	79	\$3.64	\$20,584
Laundry and Cleaning Equipment	98	\$21.84	\$123,389
Closet and Storage Items	18	\$4.49	\$25,375
Luggage	93	\$8.59	\$48,549
Clocks and Other Household Decoratives	26	\$53.53	\$302,440
Telephones and Accessories	62	\$26.59	\$150,244
Telephone Answering Devices	100	\$0.84	\$4,728
Grills and Outdoor Equipment	23	\$12.03	\$67,966
Power Tools	92	\$29.36	\$165,886
Hand Tools	91	\$9.42	\$53,210
Office Furniture/Equipment for Home Use	95	\$15.57	\$87,944
Computers and Hardware for Home Use	92	\$176.24	\$995,753
Software and Accessories for Home Use	91	\$25.93	\$146,478
Other Household Items (4)	94	\$98.01	\$553,759

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Households		5,650	5,970
Families		4,423	4,645
Median Household Income		\$55,496	\$60,471
Males per 100 Females		98.0	98.0
Population By Age			
Population <5 Years		7.3%	7.1%
Population 5-17 Years		19.6%	19.5%
Population 65+ Years		10.6%	12.2%
Median Age		37.1	37.7
		Spending Potential Index	Average Amount Spent
			Total
Health Care		100	\$3,715.88
			\$20,994,695
Medical Care		99	\$1,782.12
			\$10,068,979
Physician Services		99	\$225.42
Dental Services		94	\$306.40
Eyecare Services		101	\$50.39
Lab Tests, X-Rays		107	\$58.83
Hospital Room and Hospital Services		103	\$140.90
Convalescent or Nursing Home Care		64	\$14.89
Other Medical services (1)		104	\$116.27
Nonprescription Drugs		99	\$102.09
Prescription Drugs		103	\$513.79
Nonprescription Vitamins		95	\$53.63
Medicare Prescription Drug Premium		95	\$47.43
Eyeglasses and Contact Lenses		99	\$76.01
Hearing Aids		90	\$19.48
Medical Equipment for General Use		103	\$6.50
Other Medical Supplies (2)		98	\$50.10
			\$283,080
Health Insurance		100	\$1,933.76
			\$10,925,716
Blue Cross/Blue Shield		103	\$574.43
Commercial Health Insurance		104	\$387.21
Health Maintenance Organization		94	\$314.44
Medicare Payments		96	\$397.95
Long Term Care Insurance		96	\$80.05
Other Health Insurance (3)		107	\$179.68
			\$1,015,172

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Goshen Township, OH
Goshen township, OH (3902531010)
Geography: County Subdivision

www.ClermontCountyOhio.biz

Demographic Summary		2010	2015
Population		15,580	16,375
Households		5,650	5,970
Families		4,423	4,645
Median Age		37.1	37.7
Median Household Income		\$55,496	\$60,471
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	89	\$552.67	\$3,122,575
Admission to Movies, Theater, Opera, Ballet	88	\$132.89	\$750,845
Admission to Sporting Events, excl.Trips	96	\$56.85	\$321,220
Fees for Participant Sports, excl.Trips	92	\$98.08	\$554,154
Fees for Recreational Lessons	87	\$118.95	\$672,048
Membership Fees for Social/Recreation/Civic Clubs	89	\$145.37	\$821,320
Dating Services	69	\$0.53	\$2,988
Rental of Video Cassettes and DVDs	95	\$39.05	\$220,650
Toys & Games	98	\$141.88	\$801,641
Toys and Playground Equipment	98	\$138.22	\$780,936
Play Arcade Pinball/Video Games	90	\$1.70	\$9,603
Online Entertainment and Games	85	\$1.96	\$11,102
Recreational Vehicles and Fees	100	\$321.45	\$1,816,188
Docking and Landing Fees for Boats and Planes	90	\$6.39	\$36,097
Camp Fees	95	\$27.35	\$154,516
Purchase of RVs or Boats	101	\$280.45	\$1,584,567
Rental of RVs or Boats	85	\$7.26	\$41,009
Sports, Recreation and Exercise Equipment	78	\$141.92	\$801,823
Exercise Equipment and Gear, Game Tables	82	\$67.30	\$380,265
Bicycles	87	\$17.18	\$97,094
Camping Equipment	41	\$5.92	\$33,444
Hunting and Fishing Equipment	66	\$25.43	\$143,684
Winter Sports Equipment	88	\$5.68	\$32,065
Water Sports Equipment	108	\$7.19	\$40,616
Other Sports Equipment	103	\$9.74	\$55,016
Rental/Repair of Sports/Recreation/Exercise Equipment	87	\$3.48	\$19,638
Photographic Equipment and Supplies	96	\$99.25	\$560,777
Film	101	\$7.44	\$42,042
Film Processing	102	\$22.84	\$129,055
Photographic Equipment	92	\$39.49	\$223,132
Photographer Fees/Other Supplies & Equip Rental/Repair	95	\$29.48	\$166,548
Reading	94	\$145.61	\$822,676
Magazine/Newspaper Subscriptions	98	\$61.94	\$349,958
Magazine/Newspaper Single Copies	96	\$18.36	\$103,749
Books	90	\$65.30	\$368,969

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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